

**Developing Digital Presence in Global Contemporary Fashion Industry-
ONAR Studios Ltd.**

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<p>We are all familiar with the consequences of the digital transformations that is evolving continuously and effecting our daily lives. For a company digitalization can be a challenge, but by embracing it, businesses can improve their processes and reach new levels in their operations.</p> <p>The core of this functional thesis is to discover tools to improve case company ONAR Studios digital presence. ONAR Studios is a Finnish fashion brand that focuses on the use of ethical and ecological shearing in their products. The brands aim is to gain success world-wide, but their digital presence isn't at the required level yet. The objective of this thesis is to present actions that improve the brands overall digital presence and help to develop a loyal brand community.</p> <p>The thesis is implemented as a functional thesis, where the final product is a plan for the case company considering improvement actions. The theoretical framework of the thesis consists of secondary sources and focuses on topics about digitalization, digital marketing, fashion marketing and digital buying journey.</p> <p>The functional part will focus on examining ONARs current digital presence. In this part the status of the digital presence of ONAR Studios will be evaluated from the marketing funnel point of view based on the learnings of the theoretical preview. This part involves also primary data that is received from a benchmark analysis and Google Analytics analysis. The benchmark analysis measures the website functions of similar contemporary brands and the Google Analytics analysis analyzes the traffic on ONARs website.</p> <p>The final chapter will present conclusions regarding the most important digital tools that ONAR Studios should adapt to. The final guide book is presented in the appendices and will feature the new tactics and a plan how to proceed with the new tools.</p>	
Keywords Digital presence, marketing funnel, Digital marketing, Fashion marketing	

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1 Introduction

Digitalization creates huge potential among reaching new customers, selling more, serving customer better and reacting faster. New digital models are disrupting the old formats as new earnings models and business patterns are developed constantly. Netflix, Amazon, Spotify, and Uber are just a few examples of companies created by digitalization. Digitalization has been changing radically the way we shop, gather information, consume services, deal with daily matters, the way we interact with others and the way we share our experiences. It affects companies massively and shakes the traditional structures. Companies need to adapt to new business environment and recreate their functions to survive. (Ilmarinen & Koskela 2015, 13-14.)

The core of this functional thesis is to find methods to improve the digital presence of in the B2C business field. The current digital existence of the case company ONAR Studios Ltd is going to be analyzed from the marketing funnel point of view. In addition, the thesis consists of evaluation various digital marketing methods, planning of actions to improve current digital presence, and instructions on adapting to new methods.

ONAR Studios in a Helsinki based contemporary fashion brand that operates in a highly challenging and competitive fashion industry. ONAR has a strong international approach to its business, and their goal is to break through worldwide. Even though being a young brand, they have gained a lot of attention and interest internationally. Their products are unique, and they operate in a very niche market, where there aren't any straight competitors yet. Despite all the positive buzz around the brand, the webstore sales are still on a relatively low level. The challenge seems to be standing out from the crowd, surviving in an industry where traditional marketing methods don't apply anymore and finding out how a small contemporary brand finds and establishes its loyal audience.

1.1 Purpose of the Project

The starting point of the thesis is that the majority of the potential customers are introduced to the case brand ONAR Studios in carefully curated concept stores. In this case the first impression is remarkable, but the brands digital presence is not on the required level at the moment. This fault might disturb the customer's buying journey and the process of becoming a member of the brand community.

The purpose of this study is to acknowledge the most important stages in the marketing funnel from the sales perspective. The aim is to find out how to be visible and convincing through digital platforms for potential customers in B2C commerce during their customer

journey. Noticing the deficiencies in the marketing funnel and fixing them, will increase sales in the end. The case company's current digital actions are being evaluated from the marketing funnels perspective, which will help to indicate the most significant digital tools and actions.

The first objective of the study is to present ways of strengthening all stages of the marketing funnel by using digital tools. The second objective is to increase brand recognition and contribute the birth of a loyal brand community for the case company. As a result of this thesis clear guidelines and improvement actions will be provided in order to strengthen case company's digital presence. A concrete instructions manual will be presented in the end as the key results of the study. The instructions are based on the results and findings of this thesis, that offer the best new solutions.

1.2 Implementation

This thesis will be implemented as a functional thesis. It will involve both theoretical approach and concrete improvement instructions. The project will start with the theoretical framework that consists of secondary sources in form of literature and web references concerning digitalization and digital marketing.

As a primary source the project will include benchmarking analysis done for similar brands concerning their website functions. This provides valuable information and tips and offers principles considering the fashion industry. As a primary source this thesis will also involve desk research involving google analytics key figures analyze, measuring the traffic on the website. The thesis will focus only on the digital marketing tools and exclude all the traditional marketing actions. The project will highlight the most common digital marketing tools and specific digital tools for fashion marketing, that are most likely to benefit the case company.

The thesis starts with an introduction of the topic, the fashion industry in general and the case company; ONAR Studios Ltd. Following by the theoretical framework based on two big entireties'; digitalization and the digital buying journey. Digitalization section will consist of themes like, digital presence, digital marketing, and digital marketing in fashion industry. In chapter 5 the digital buying journey will be defined with the help from a research implemented by Global Web Index. In the same chapter the role of the digital marketing funnel and the digital touchpoints are clarified.

In the 6. chapter ONAR Studios current digital existence is being discussed from the marketing channel point of view. In the last chapters the project outcomes and conclusions presented, following by relevant conclusions and future suggestion. In the final chapter the

writer will reflect on her personal and professional growth and learnings. ONAR Studios will receive concrete instructions, considering how to improve their sales using digital tools and build a loyal brand community. The instructions manual can be found from the appendices.

The key themes of the thesis are: digitalization, digital presence, digital marketing tools and trends, digital marketing funnel and digital touchpoints.

2 The Fashion Industry

The 21st century has molded the fashion and online shopping landscape dramatically. Fashion has become a significant part of culture and an important channel to speak out and express opinions. Fashion's mission is to spread joy and good vibes and it is a versatile and approving community, and therefore important for many. Fashion designers are important cultural figures, and fashion bloggers and photographers have become new influencers in the industry. As luxury has become more visible, desirable, and profitable, a form of fast fashion has risen. Fast fashion represents cheap and disposable copies of designer garments. Besides fast fashion ethical fashion has developed to support long-lasting environmentally friendly choices. Fashion industry needs to take actions and become more sustainable. Currently the industry is battling to reduce the emissions and developing eco-friendlier and sustainable processes. At the moment fashion industry produces 5% of the global greenhouse gas emission, which is equivalent to the entire aviation sector in the world. (Harris 2017, 12; Fashionista 2017.)

The past years have been challenging and uncertain for the fashion industry. But 2018 is bringing some light and optimism to the business. According to a forecast by The McKinsey Global Fashion Index, the sales in fashion industry will triple between 2016 and 2018 from 1,5 percent to between 3.5 to 4.5 percent. The main sources of growth are emerging outside the West. For the first time more than half of apparel and footwear sales will originate outside of Europe and North America, from countries across Asia-Pacific, Latin America and other regions. (Business of Fashion 2017.)

The changes in customer behavior have made the customer purchase journey harder to predict. Consumers' adaptation to digitalization has raised expectations of customer experience, along with demand and knowledge concerning prices, quality, newness, and personal touch. To increase differentiation brands are creating new and innovative business models and product development methods based on new specific customer insight. (Business of Fashion 2017.)

The uncertainty and unpredictability are the new normal for this challenging and constantly evolving industry. Despite of being a very challenging industry, it is also a very interesting industry that offers many layers. Some of the new emerging trends for 2018 will be Asia becoming the new biggest market, personalization on both products and services and the new innovative technological development involving artificial intelligence. The new devices and methods will create opportunities on reaching fashion consumers more efficiently around the globe. Hopefully the new technology could also develop fashion into a

more sustainable industry considering labor and working conditions and environmental responsibility. (Business of Fashion 2017.)

2.1 Contemporary Fashion

The term contemporary refers to something that is *existing* or *happening now*. Contemporary aspect is present in music, literacy, art, design, and fashion. (Cambridge Dictionary 2018) Fashion industry is divided into different segments, which represent different price points and designer esthetics. Haute couture, couture, and high end, represent the most expensive and exclusive and luxurious products in the industry. Whereas high street, mass market and fast fashion are more affordable and easily accessible items. Contemporary fashion falls somewhere in between. Contemporary apparel is clothing that is more accessible than high end, although contains a rather high price tag compared to mass market. Contemporary category often represents more modern style, compared to higher end luxury market and voice of contemporary industry is considered more young and experimental. Compared to high end contemporary is everyday wear, with designer aesthetics, high-quality materials, and youthful twist. (Apparel Search 2015.)

2.2 ONAR Studios

ONAR Studios is a Finnish fashion house founded in 2014. The name ONAR comes from ancient Greek and it stands for a dream. The company's head designer is Irene Kostas. The company manufactures high quality clothing and accessories and specializes in the use of sheepskin and shearling in its products. All leathers used are considered ethical and ecological, as it is a by-product of the food industry, not bred for the clothing industry use. Ecology is also reflected in methods of processing the material, for example skins are vegetable tanned and stained chrome free. Behind the company is a Finnish Greek family, that has long traditions in craftsmanship and leather working. All leather products are handcrafted in Greece, an area that has been famous for its craftsmanship heritage for centuries.

The brand has rapidly internationalized and can be considered a born global company. At present, the company is the market leader in its own niche, as it does not have direct competitors that offer similar products from the same materials. Currently ONAR has 32 dealers in 15 different countries. In Finland, the company's largest retailer is the department store Stockman. The largest retailer worldwide is Korean Beaker Store with 12 concept stores around Seoul. Other significant retailers are Galeries Lafayette in Beijing and seven different retailers in Japan. Even though the biggest market is currently in Asia, the

company's vision is to become a respected global brand in the future, and to be the best ecological leather product provider in the world.

As a brand ONAR represents contemporary fashion. The design of the products is unique and the is rarely associated with simple Finnish design. The brand is a mix of unlike matches, where soft shearling meets geometric clean lines and vibrant colors. The prices of the products can seem high to an average consumer, but in this fashion segment the pricing is accurate. Prices of winter coats range between 1300€ to 2600€. The target customer for the brand is a woman who appreciates contemporary design, isn't afraid of colors and values high quality materials and craftsmanship. The company's first brick store opened Helsinki in November 2016. (ONAR 2017; Alexandros Kostas)

3 Digitalization

When embracing digitalization companies can improve their growth, cut costs, improve the quality of service, and offer better customer experience. The term disruption is often mentioned when talking about digitalization. With digitalization companies have the pressure of reinventing themselves constantly and coming up with new ways to stand out from competition. Digitalization disrupts traditional business models and creates completely new models to replace old ones. Technological development, customer behavior and markets have been highly transformed due to digitalization. (Ilmarinen & Koskela 2015, 136.)

According to Statista.com (2017) "Internet and digital platforms play a key role in the discovery of small and medium businesses, as well as in consumers' purchase decision." When consumers are researching for products and services they turn to digital media. (Statista 2017.)

3.1 Digitalization Disrupts

Technological development has empowered the entire digital transformation. It has created faster and inexpensive ways to transfer data, developed new devices and software's and more intelligent services. Today technology is basically available affordably for everybody. (Ilmarinen & Koskela 2015, 59-62.)

Technological development has led to a transformation in the market field and competitor field. Digitalization alters the markets and operational environment, and businesses need to adapt to new changes fast. Consumers can buy products and services from web shops around the globe, and local companies can operate in the other side of the world through internet. New competitors and customers will emerge faster and easier, as the different industries overlap. For some company's internalization can happen fast, but with global markets come also global competitors and challenges. (Ilmarinen & Koskela 2015, 65-69.)

Along with technological development and market breakdown, also consumer behavior has been disrupted. Consumers have more power to them than ever before. They have access to more information, they have the ability to compare, tender, switch provider or shop easily. They can start discussion in digital platforms, share experiences, and reviews products and services. Through digitalization customers are more aware than ever, they know product, service, pricing, and reputation of businesses. Digitalization has also increased the range of options, because everything is available globally around the clock.

For businesses this means tougher competitions and more efforts in differentiation. (Ilmarinen & Koskela 2015, 53-58, 176-177.)

Digitalization has also molded the way businesses interact with their customers. Strengthening the customer relationship is in bigger role than ever. It important to establish long lasting customer relations and loyal customers audience for your brand. Before customers had to adapt on company's terms, when now customers' expectations and wishes direct more how businesses operate. Customers have become active participants through internet and have their own voice as consumers. Even though digitalization provides useful data about the customer's needs, actions, and behavior, the lack of face to face service is a challenge. On top of engagement, customer relations have become more about dialog between the consumers and the businesses. Genuine interest, meaningfulness and personal approach are important features in an open dialog. With humanity and personal touch in interaction between customers and businesses, companies can differentiate from competitors in their own benefit. (Ilmarinen & Koskela 2015, 53-58, 176-177.)

3.2 Digital presence

In today's technological era, a strong digital presence is one of the key factors to business success. A digital presence stands for online reputation and how businesses appear online. Digital presence is determined by what people find when they search the brand, as well as how they find their website, online reviews, and social media platforms like: Facebook, Twitter and Instagram. It's crucial to provide enough content through the digital platforms, as consumers need information to familiarize themselves with companies. Provided information is known to help to seal sales and create loyal customers. (Websurge 2016.)

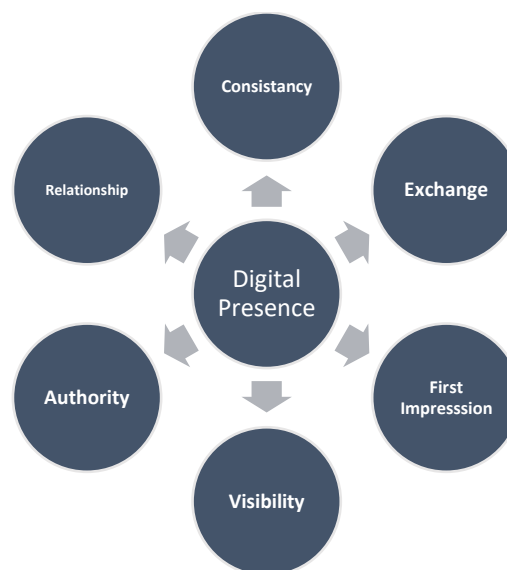


Figure 1. Positive Effects of Digital Presence

A positive digital presence helps companies to create visibility, establish authority, build relationships, offer exchange, create a positive first impression, and build consistency. Businesses should make sure that customers know everything there is about the company. Digital platforms are efficient forums to explain about the company expertise without bragging. It's a good way to build trust and leave a positive mark. When people need services you provide, you want them to remember your offering. (Websurge 2016.)

Building relationships is important through web, but it can be challenging. Companies should identify as real persons and offer relevant solutions to their client's problems. Exchange done through web is meaningful to consumers. Sharing content creates exchange between businesses and consumers. When companies offer free, high-quality content and information, it's easier for consumers to choose their services over the competition. (Websurge 2016.)

Today, most people will search for a business online first, before heading to the company's location. Therefore, positive digital presence is crucial, and first impression can be only given once. Internet is open 24/7 and digital presence is always there without geographical boundaries. Business digital platforms are always open to offer information. (Websurge 2016.)

Digitalization has disrupted the traditional business structures. The breakdowns in the market, competitor and technological field have forced businesses to create new strategies involving digital actions and platforms. Building a positive digital presence is vital as the advantages of a good digital presence are undeniable.

4 Digital Marketing

Digitalization has naturally had massive impact to the ways of marketing communication, among developing new ways constantly. Digital marketing can be defined as an umbrella which under all online marketing efforts fall to. Businesses take advantage of digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers. (HubSpot 2017)

The marketing landscape has never been as challenging and diverse as it is today. Internet has allowed the customers to take more control, as it has become easier for consumers to access information, compare products and to look for reviews and experiences on products and services. This change has developed more tools and techniques for B2C marketing. The new tools allow to reach out and engage more effectively with consumers. Digitalization has significantly molded the ways of marketing in different platforms. As digital transformation has changed customer behavior, it has also opened new possibilities in targeting and measuring marketing actions more accurately. (Ilmarinen & Koskela 2015, 44-45; Ryan 2014, 15.)

4.1 Digital Marketing Tools and Channels

One of the trendiest terms in digital marketing is Inbound Marketing. Inbound can be described as the term where all the new age content marketing actions come together. It's a new marketing tactic, where the point is to have customers contact the company, not the other way, as it traditionally has been. Through relevant content organic traffic can be driven to companies' website and leads converted to customers. (Tech Target 2014.)

The term was launched originally by HubSpot (2017), and they define the term followingly: Inbound marketing refers to the full-funnel approach, where the key is to use content in attracting, converting, closing, and delighting stages. Inbound marketing is about attracting customers through relevant and helpful content and adding value at every stage in customer's buying journey. With inbound marketing, potential customers can find businesses from channels like blogs, search engines, and social media.

HubSpot categorizes inbound marketing into four sections: attract, convert, close and delight. These stages describe the whole customers buying journey. In these stages businesses need to engage with potential customers.

1. In *attraction* phase, quality content strategy is important and good platforms for spreading content are blogs and social media.

2. Next phase is *conversion*, which is the process of converting website visitors into leads. Useful tools for this are forms, where visitors fill their information, setting up virtual meeting or phone calls and messaging. It's also important to keep track of your leads with CRM.
3. *Closing* is the next stage where leads are converted into customers. It's important to take care of your leads with personalized content according to leads interest. Personalized emails help build trust and turn leads into customers.
4. Last phase of the journey is *delighting*, which is about providing your customers with a special experience. After purchasing provide smart content is important to keep up conversation, respond and interact with customers. (HubSpot 2017)

The following chapters consist of the most common digital marketing tools according to research by Statista.com, see figure 2. below. The research is based on responses from marketers around the world. Content marketing, marketing automation, social media marketing, search engine optimization, pay per click advertising, and online PR will be covered, since they are the most relevant tools considering this project. Most of them present inbound marketing.

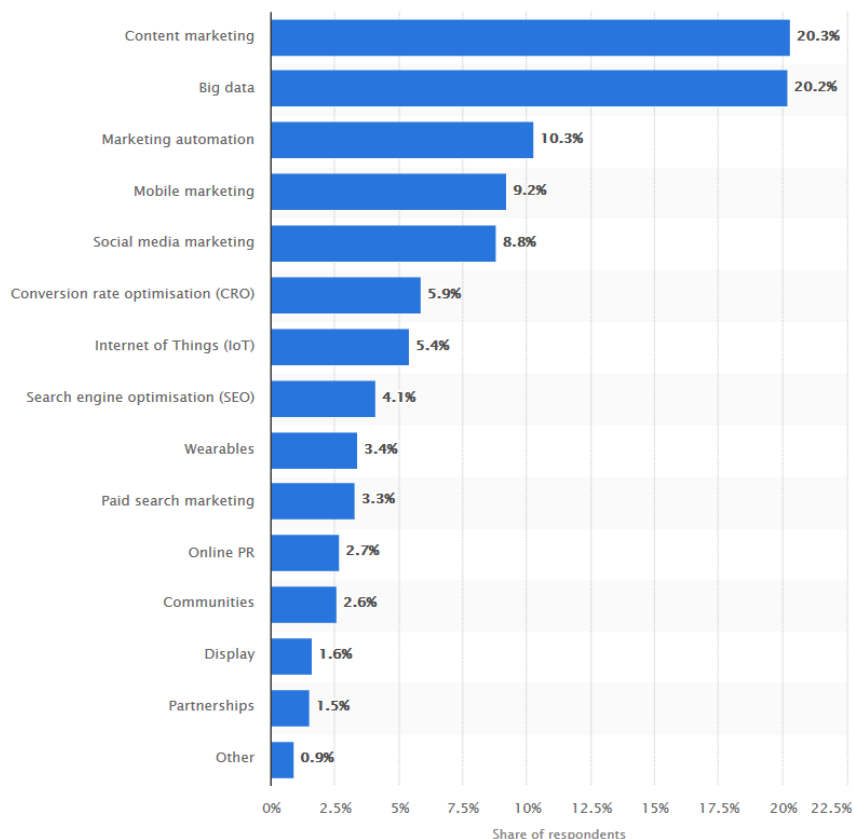


Figure 2. Top rated Digital Marketing Techniques in 2017 (Statista 2017.)

As you can see from the Figure 2. *content marketing* is the most popular digital marketing tactic. Content marketing is considered a very crucial part of companies marketing operations, even referred as the most important one. The right content creates traffic, informs users, builds awareness, and converts customers. Consumers react to content, it's a way to gain information, to learn something new, to find out more about company. Content will distinguish whether consumers want to become a customer or a member of your brand community. Good content also helps to rank higher in search engine results. Search engines analyze your content and keywords, and based on those, can then offer it when the search matches to websites content. Therefore, it is very important to create content that matches the needs of your target group, to reach potential customers when they are searching. (Frick & Eyter Werve 2015, 23.)

Today there are wide range of different ways to provide interesting content and different businesses operate in this matter differently. The most common ways to provide content are, eBooks, infographics, webinars, online brochures and look books. (HubSpot 2017.)

Marketing automation also ranks high as seen in figure 2. Marketing automations is defined as the software that does marketing actions automatically. For example, it can automatically send emails, such as order confirmation or product reviews enquiries and do actions on company's social media platforms and website. When marketing automation is used correctly, it takes care of your prospects. At its best can deliver highly personalized and interesting content via emails, which will help convert prospects to customers, rather than just spamming with unwanted newsletters. This type of marketing automation can be beneficial for companies. It can generate significant new revenue and provide an excellent return on the investment. (Hubspot 2017.)

Email marketing is an effective way for companies to communicate with their audiences. Email marketing can be done with the help of automation or manually. Emails are often used to promote content, discounts, and events, as well as to direct people towards the business' website. Especially many e-commerce's send weekly newsletter promoting their new products and campaigns. Although email marketing can be sometimes considered as an old-fashioned spam, it's still an important way of maintaining an ongoing relationship with existing customers and prospects. (Ryan 2015, 36; Hubspot 2017.)

Mobile marketing refers digital marketing strategy where target audience is reached on their smartphones, tablets, and/or other mobile devices. Mobile marketing can be executed via websites, email, SMS and MMS, social media, and apps. (Marketo 2017.)

Mobile marketing allows businesses to communicate and engage with their audience through mobile devices and networks. (Ryan 2014, 206.) Consumers have the need to be connected constantly and that has offered new possibilities for businesses in online and mobile marketing. According to a study by Gartner, in January 2013 money spent on mobile ads worldwide was 11.4 billion US \$ and in 2016 increased to 24.5 billion US \$. And more growth is ahead due to usage of smartphones, increasing more than 30% a year. It is even predicted that the use of desktops will decrease significantly as mobile devices take over. Mobile marketing and applications, software's provided by businesses offer many possibilities and can be used to benefit the company in many areas. Such as building awareness, keeping up conversation with target audience, generate leads, establish loyalty programs and gather valuable consumer data. (Ryan 2014, 207, 211.)

Social media marketing is a form of online marketing where businesses create and share content in their social media platforms, in order to achieve their marketing goals. (Wordstream 2017.) Social media marketing can include activities like posting text, image, videos, and other relevant content that boosts audience engagement. Social media marketing has many benefits, it increases brand awareness, drives traffic, generates leads, builds conversation, builds brand identity and positive brand association, and improves interaction with target audiences. According to Statista 2017, the best social media channels for B2C marketing in the correct order are Facebook, Twitter, Instagram, LinkedIn, YouTube and Pinterest. Companies can also use promoted ads on social media. Sponsored social media posts can be more effective, since they can be targeted accurately and have larger reach among your target audience. (HubSpot 2017; Statista 2017.)

Figure 3. below by We are Social and Hootsuite reveal the most popular social media channels worldwide by users. The number of people using social media around the world is over three billion.

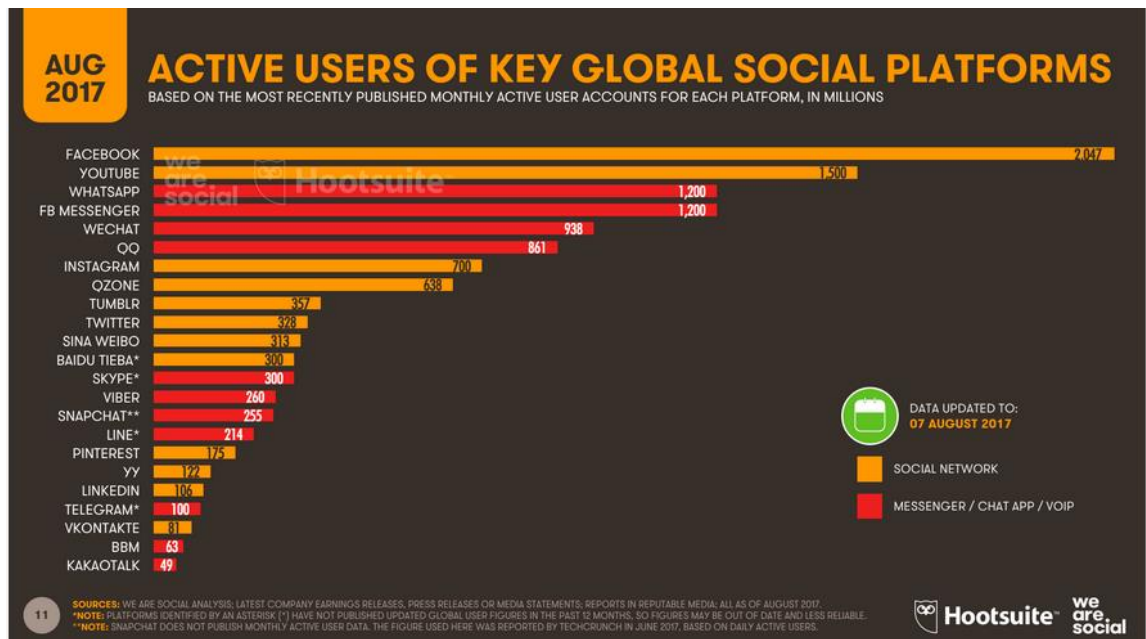


Figure 3. Active Users of Key Global Social Platforms (We Are Social 2017.)

Search engine optimization also known as SEO, is the process of optimizing websites to rank higher in search engine results. SEO is the process of adjusting the content on website, to match what your prospects are searching. SEO is done by optimizing page titles and keywords to match your offering and presenting good quality descriptive content. By presenting it in a way that it is easily accessible for people and for search engine, companies can improve findability and visibility. When optimization is done correctly, it will increase the amount of organic traffic on your website. (HubSpot 2017; Ryan 2014 35; Google 2017.)

Pay-Per-Click (PPC) is a method of paying to get visitors to your website, rather than getting them organically. In PPC businesses drive traffic to their websites by paying. Payment is charged every time the add is being clicked. Most common tool for PPC is google AdWords. In Google AdWords advertisers will bid for ad placement in the search engine adverts. When someone searches on keywords related to your offering, your add will be shown. Building a PPC campaign includes picking the right keywords, categorizing the right keywords for different add groups and setting up a landing page that is search engine optimized. Putting efforts in building a good PPC campaign is important, since search engines reward advertisers who create relevant content and target well, and therefore charge them less. (HubSpot 2017; Wordstream 2017.)

Google Adwords also offers a remarketing tool which has become very popular and effective in increasing sales. With remarketing tool companies can show adds to web shop visitors afterwards. When visitors leave web shop without buying, adds will start showing in

other sites, in forms of banners or pictures of what you have browsed previously. The re-marketing code will set a cookie to the visitor's browser, and the ads will be shown on sites where the visitor surfs. By showing relevant ads across different devices and social media platforms, businesses easily reconnect with potential customers. (Google 2017; HubSpot 2017.)

Online PR stands for brands online reputation and the actions on maintaining a positive reputation online. Online PR is taking advantage of the positive earned online coverage with digital publications. Positive reviews, comments and blog posts will create a positive perception of your brand. Online PR is valuable earned media and can have more effect on people and reach a wider audience than paid coverage. (Hubspot 2017.)

4.2 Owned, Paid, Earned

Digital marketing can be divided into three types of medias; owned, paid, and earned. These are the founding's of digital marketing strategy, and the most successful digital marketing strategies include elements from these groups.

Owned media is referred as the area where companies have total control. Owned media consist of all content that company has created and controls, like their web properties, see figure 4. below. Owned marketing also includes all self-made material such as eBooks, videos, blog posts, apps, brochures, and newsletters. Owned media is a good way to take care of leads and engage with new customers, but it shouldn't be used as the only way to generate leads. Usually other medias are also acquired to get to get leads to buying stage. (Worldtracker 2017.)

Paid media on digital platforms is considered as any exposure that companies get, in exchange for payment. The most common ways to take advantage of paid media are, pay per click campaigns, banner advertising and retargeting. Other forms of paid media can include paid influencer, paid content promotion and social media adds, like figure 4. shows. Paid media doesn't need to be the focus in companies digital marketing, but rather used to support other medias. Paid media is important channel and when used right it is efficient. Paid media raises company's profile and creates awareness, therefore it's a good tool for generating leads. (Worldtracker 2017.)

Earned media in the other hand covers any mention, piece of coverage, content, or a conversation about the brand, without companies having to pay from it. Earned media also includes formats such as online reviews, mentions in blog posts, mentions in online forums as well as shares on social media, like retweets on Twitter or regrams on Instagram. Earned media is very powerful and important, since it comes from an independent third-party member. Therefore, it can be more impactful than paid media and it can have a broader reach than owned media. The down side to this is that companies can't control owned media. It lies only in the hands of independent audience, such as fans, customers, and members of the press. (Worldtracker 2017.)

Earned media is evolving continuously due to social media. It cannot be bought, but it's a very important tool for improving marketing communication in companies benefit. It can cause important conversation where audience wants to participate, by sharing and commenting. (Ilmarinen & Koskela 2015, 46-47; Worldtracker 2017.)

As figure 4. indicates these medias work best together. Individual medias overlap and accelerate each other. Owned media boost earned media and increase sharing content and traffic on companies owned media. Paid media will boost companies owned media by using PPC and SEO to create traffic. It will convert to earned media when consumers share, engage, and get good experiences from the company's products and services.

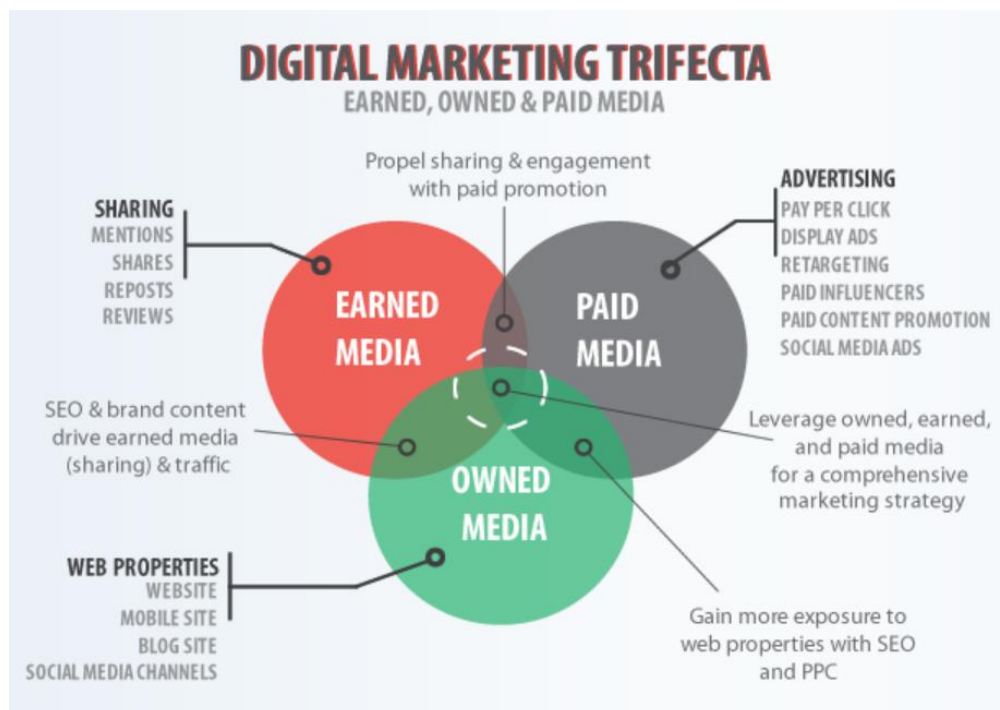


Figure 4. Digital Marketing Trifecta (Titan Growth 2017.)

Previously listed digital marketing tools are helpful in engaging with customers and targeting more effectively. The advantages with inbound marketing and specifically content marketing are obvious and should be included in every businesses marketing strategy. Targeting with PPC and being easily accessible with SEO will help to reach your target audience. Also, these tools make measuring the costs and profits easier, since accurate analytic functions are often included in these digital tools.

Social media marketing, mobile marketing and retargeting offer interesting opportunities with reasonable cost. Whereas marketing automation and personalized content is effective but can cost a lot. The mobile first world also demands efforts in mobile optimized services, as the use of desktops decreases.

As customer behavior gets harder to predict, the value of paid and earned media increases and are affecting the purchase decisions more. Using only owned media on its own isn't enough anymore. In digital marketing finding the balance between earned, owned and paid media is important. Businesses should choose digital marketing tactics that suit your company needs, aligning with your budget and future goals.

4.3 Digital trends in Fashion Industry

In 2016 online luxury sales exceeded 20 billion €, which stands for 8 % of the total luxury market. It is expected that this will reach 75 billion € by 2025, which will represent one fifth of the total sales of luxury market. For many brands digital platforms are the only the opportunity of growing, since physical stores have become just a mandatory procedure. Around 74 % of luxury sales are influenced today by digital platforms. Before purchasing customers need to have digital touchpoints with the brand, in some cases even 10 or more to buy. The customer journey is becoming increasingly specific and less predictable. This has led to a significant change of attitude toward digital in the luxury industry. In the early 2000s the luxury industry didn't believe in ecommerce or digital platforms, but now everyone is embracing the digital possibilities. (Business of Fashion 2017.) Following chapters will describe the digital trends of the fashion industry including personalization and omnichannel approach, use of mobile, social media, shoppable content, influencer marketing, storytelling, and online PR.

Today consumers are exposed to more information than ever before, therefore it has become vital for businesses to *personalize* their messages. A report from O2 (The Rise of Me-tail) explains that more than 60% of consumers who consistently receive irrelevant communications from brands will stop buying from those companies.

Companies have started to take more advantage of their customer data, which has led to more effective processes in the personalized online marketing. It has been proven that personalized content can have a significant positive affect on ROI. The aim of personalized content is to make the customers experience more impactful to an individual customer. (Econsultancy 2015.)

According to the McKingsley Global Fashion Survey, personalization will be the number one trend in 2018 (BoF 2017). The same organization stated that targeted communication can possibly create a lasting customers loyalty and drive revenue growth. The SEO platform Linkdex explain in their survey, that more than 70% of consumers in the US are expecting personalization from online businesses. Personalization has many positive effects. It can improve customer retention and create easier browsing experience, where customers find what they are looking for easily and make purchases faster. In the future artificial intelligence will be used to boost the process. AI can be used to turn the massive amounts of data into specific information, that can benefit the whole supply chain from design and manufacturing to sales, marketing, and customers service. (BoF 2017.)

Personalization can appear in many forms. It can represent more customized products, targeted and more curated recommendations, communications, landing page optimization, and storytelling. Customers appreciate customization and look for products that suit their individual needs. Product customization can vary from smaller steps like embroidery to customers designing the item themselves. (BoF 2017, Industry Report, 44-45.)

Providing a functioning well designed *omnichannel* strategy is necessary for the big fashion companies. Omnichannel is defined by Business of Fashion 2017 as a “sales approach that provides the customer with an integrated shopping experience across a multitude of online and offline sales channels.” It offers great customer experience and when sophisticated fashion consumers have had excellent omnichannel experiments, they demand it from every organization they interact with. (BoF 2017, Industry report, 80.; NNG 2016.)

As the customer journey is harder to refine and digital touchpoints have become crucial selling arguments and the multichannel approach is important. Before purchasing customers will move between different channels and platforms. The purpose of brick and mortar stores has changed, since everything is available for everybody online. Therefore, retailers must make the in-store shopping experience more entertaining and memorable compared to online. Omnichannel is about providing seamless services and products across platforms like in-store, on desktop, mobile, via Instagram or marketing emails. (BoF 2017.)

The transitions between channels are made easy and customers can pick up from where they left. The channels are consistent and provide cohesive and familiar experience across channels. The experience is orchestrated as it proactively leads customers through their individual journey including personalized interaction and messaging. Collaboration between channels improves the overall customer experience same time as it enriches the customer journey. (NN Group 2016.)

The use of *mobile* has increased significantly over the few years. In 2017 luxury consumers are spending four times more time on mobiles, as they do on their desktops. Therefore, putting efforts on developing easy to use, high quality mobile optimized web shops and mobile apps are in key role for fashion brands. (BoF 2017.)

Today consumers use their mobiles to search for inspiration and to compare prices. An average of six hours per week is spent on phone for research concerning fashion. Consumers have also started to use their phones for transactions in browsers, apps, and mobile wallets. This transition will bring many opportunities for fashion brands in the future as social media posts and call-to-actions will enable transactions functions. For example, Chinese social media platform WeChat's payment solution has over 600 million active users. (BoF 2017, Industry rapport 54-55.)

Global Web Index (2017) reveals that today *social media* takes up a third of time (33%) spent online. (We are Social 2017.) Fashion brands favor social media platforms that are highly visual. The most popular platforms for fashion industry are Pinterest and Instagram, due to their ability to demonstrate the esthetics, design, and essence of brands. (BOF 2013) At the moment Instagram has monthly over 400 million active users. It has become quickly the most relevant social media platform for luxury brands. Content that fashion brands provide in Instagram can be anything from influencers and advertising campaigns to runway action. (BOF 2016.) A new way for brands to engage with their audience is Instagram Stories. The stories feature was launched in August 2016 and today has 161 million daily users. The success of Stories lies in its informal, down to earth, and funny approach to interacting with followers. (BoF 2017.)

Brands have also started to focus even more on the selling aspect in social media, and new ways of purchasing straight from Instagram feed have been recently developed. Before businesses couldn't ad a clickable link to anywhere but the bio description. In that case shoppable tags in pictures were the most efficient way for brands to get Instagram users to browse their online store. Examples of companies proving this service are

Like2Buy, which has been very popular among fashion brands and Link.bio, which is a less expensive option. (Web Talent Marketing 2017.)

Lately a company named Big Commerce developed, in cooperation with Instagram, a service to make shoppable posts on Instagram feed. Unfortunately, for now it is only available to business based in the United States, that use Big Commerce as an online store platform. (TechCrunch 2017). Pinterest has had the buyable pin option for some time, which enables browsers to purchase without leaving the page. (BoF 2017, Industry rapport 54-55.)

One of the biggest trends in fashion marketing at the moment is *shoppable content*, like previously mentioned buyable links in social media. Retailers have also started to place shoppable content to their editorials and blogs. (Econsultancy 2015.) Editorial content has always been a powerful tool in driving consumers demand for fashion items. Due to digitalization, content and commerce have merged successfully. Shoppable content offers consumers inspiration and a seamless path to buying. First retailer to experiment on editorial-style content was one of the world's largest luxury ecommerce, Net-a-Porter. In fashion industry, content can be provided from variety of non-traditional publishers, like brands, bloggers and end consumers in different social media platforms. This earned content is proven to be as powerful as traditional media coverage. (BoF 2012.)

Using *influencers* to promote brands products is a common and effective way to gain exposure in fashion industry. In 2016 advertisers spent an estimated 570 million \$ on Instagram influencers according to research by eMarketer. About half of those advertisers said they planned on increasing budgets in 2017. (BoF 2017.) Business of fashion highlights that consumers are trusting others to offer information for them. When consumers admire the lifestyle of influencers they follow, 9 out of 10 consumers trust that influencer more than traditional advertisement. (BoF 2017, Industry rapport 45.)

A good influencer has a clearly defined point of view. Campaigns are proven to be most effective when the influencer is committed to the brands identity profoundly. Influencers shouldn't be directed too much, since then will lose its point of view and the credibility will suffer. Good influencers use social media to communicate, not just to advertise. (BoF 2017.)

Luxury brands are usually known to cooperate with only well-known influencer, who have a large group of followers. Examples of some of the most popular fashion influencers are Aimee Song 4,7 million, Chiara Ferragni 1,1 million, and Bryanboy with 669 000 followers.

But according to influencer tracking company Markerly, engagement decreases as audience size increases, and users with 10,000 to 100,000 followers offer the best combination of engagement and reach. Therefore, actually smaller and less known personalities often have bigger impact on their followers and gain a larger reach among their audience. These influencers are referred as the niche influencers. (BoF 2017.) (Appendix 1. List of upcoming niche influencers)

Storytelling is a way of attracting and keeping your prospects attention and connecting emotionally with them. It is also an effective way to pass on knowledge and secretly plant ideas into the listeners minds. For marketing it's a powerful tool to enhance the core competence of businesses. Stories used for marketing should make sense and include problem and a way to solution, therefore it is important to know your customers to make the story more meaningful for them. (Albee 2015, 103-104.) Storytelling has become an everyday marketing tactic, that is expected from brands, retailers and designers. Storytelling has become the way to entertain customers when just displaying products on a shop isn't enough anymore, brands need to building world around the product. (BoF 2016.)

Online PR is a form of marketing, where brands materials such as press releases and sample garments, form public content in the hands of journalists and influencers. PR is an important and relevant operation for fashion industry since consumers follow stylist and bloggers, and search for inspiration from blogs and magazines. (Lea-Greenwood 2013, 26-27.)

Positive online PR generates credibility and manages corporate identity. In fashion industry PR can consider for example; organic media exposure, press relations and releases, influencer endorsement, gifting, wardrobing and personal appearances by the designer or brand representative and product placement. Product placement is an effective tactic, since the majority of consumers are not aware of the huge organization working behind it. (Easey 2012, 226.) PR should aim to raise or confirm the brands profile, place products in public arena, enhance other parts of the promotion mix and communicate with influential media. Today social media provides an important platform for online PR. (BoF 2013.)

As online luxury sales are increasing, for many brands online has become the only opportunity to grow. The multichannel approach is important and digital tools offer endless marketing opportunities for fashion industry. Using creativity in marketing and providing memorable shopping experiences will benefit brands. Huge opportunity lies in the increasing

use of mobile, as it offers many marketing and selling platforms. Mobile optimized services, social media and apps that offer buyable content and easy transactions are on the rise.

Personalization was said to be one of the biggest upcoming trends in fashion marketing. As fashion consumers are more aware than ever and expect good products and service from brands. Setting yourself apart for your competition is important. Personalized adds, content and service offer great possibilities, but can be expensive. Using the suitable influencers and affecting your audience with the capturing storytelling can have a great effect on your brand. Marketing in fashion industry offers wide range of opportunities, but where to focus. Big and impactful operations like a functioning omnichannel and personalized interaction need a big budget.

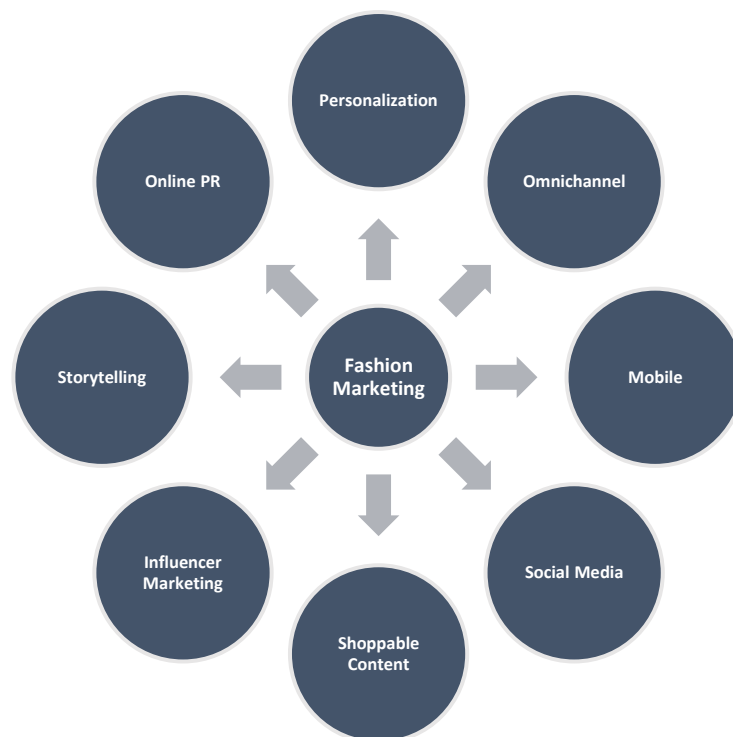


Figure 5. Forms of Fashion Marketing

5 Digital Buying Journey

Digital transformation has changed dramatically the digital customer buying journey. Today each journey is harder to track as each journey is unique, and consumers will use multiple devices to learn, compare, share and consume in order to make the final purchase decision. The journey today involves several touchpoints, including websites, reviews and social media, every point effecting customers decision. (Global Web Index 2017.)

Digitalization and digital marketing have had a great impact on how to reach customers on different levels on the purchasing path throughout new digital tools. The infographic by Global Web Index 2016 (appendix 2) indicates the most important factors of each stage of the digital consumers purchase journey. The infographic is based on their online research that included 51 125 internet users aged between 16 to 64. The research measured factors like how brands are discovered and researched, what is the role of a brand, what motivates to purchase, how the purchase is done and what are the reasons to advocate a brand and write online reviews. (Global Web Index 2017.)

The most significant ways to *discover* new brands according to the infographic (appendix 2) were: search engines, ads on tv, word-of-mouth recommendations, online ads, and company websites. The study indicates that about half of attendees discover brands by using search engines. Also, ads on TV were a significant matter on discovery. Earned media and specifically word-of-mouth recommendation also played a big part, as also ads displayed online. Brands websites was the least important platform for discovery in this precise category. (Global Web Index 2017.)

When *researching* a brand, the search engine was again the most used tool, over half of the attendees told that they use search engines to research brands. People also found consumers reviews useful, as well as social networks when searching for more information. Brands website were a relevant research platform for answerers. Also, price comparison websites were used to search information. (Global Web Index 2017.)

In the research also *brads role* was also measured. Majority of people told that most important role for brands is to improve knowledge and skills. Answerers also wanted to feel like a valued customer. Innovative and eco-friendly products and ideas were important to customers, and they wanted products and services that help organize daily life. (Global Web Index 2017.)

People who participated in the research were most *motivated to purchase* because of a free delivery, along with quick and easy checkout process. Financial rewards and incentives were also important to people who participated. Other important purchasing motivators were reviews from other customers and easy return policy. (Global Web Index 2017.)

High quality products were the most important reason for majority of answerers *to advocate a brand*. Second important was rewards, such as discount and free gifts. When something was relevant to their own interest's, attendees wanted to advocate the brand. Love of the brand and great customers service were also major reason to endorse. (Global Web Index 2017.)

The majority of attendees made purchases with all devices. Laptop and PC were used by 63 % of attendees and mobile 52 % and tablet 21%. (Global Web Index 2017.)

The most significant result of the study was the role of search engines. The power of search engines should not be overlooked. The results indicate that it was the most used tool on both discovering and researching the brand. The effect of word-of-mouth on discovering a brand should not be overestimated either. Peer reviews and recommendations can smoothly motivate towards purchase. The study pointed out the importance of free delivery, simple checkout process and easy return policy as the key motivators to purchase. Also, an excellent customer service and customer valuation were important. Surprisingly the use of company website on the discovery and research phase were not the first options in this study.

5.1 Digital Touchpoints

A touchpoint can be defined as a specific interaction between a customer and an organization. Touchpoints are a way for businesses to interact with potential customers through the customer journey. The customer journey is made of series of touchpoints. Touchpoints can be considered person-to-person and via web communication. The interaction consists of devices being used, the channel used for interaction and the specific task being completed. Each touchpoint is important as it defines the details of a specific interaction. Communication between businesses and potential customers help customers to form an opinion about the company and encourage them to make a purchasing decision. (Nielsen Norman Group 2016; Caddi 2017.)

Digital touchpoints are important since in today's digital world, as it might be the first interaction that consumers have with the brand. Delivering a good first impression and providing digital touchpoint throughout the whole customer buying journey are essential. Digital touchpoints consist of all the connections between businesses and consumers during the whole journey, from consumers discovering your products to purchasing them. Touchpoints influence consumers and helps to capture their attention along the way. It encourages them to click an ad, read a blog post, visit website and social media platforms, subscribe newsletter and ultimately convert to customers. When providing digital touchpoints, it is also vital to provide relevant call-to-action, to gain a deeper engagement. (Study 2017.)

Digital touchpoints include interactions via different platforms such as websites, mobile and tablet apps, text messaging, social media, live chat, and email. Digital channels are accessed through devices such as smartphones, computers, tablets, smartwatches, or smart thermostats. Constantly evolving new devices and platforms have shifted the customer journey and made it more dynamic and interconnected than ever before. Different devices operate through different platforms as figure 6. reveals (Nielsen Norman Group 2016.)

Mobile Phone	Tablet	Laptop	Smartwatch
<ul style="list-style-type: none"> • Mobile App • Mobile Website • Social Media • Email • SMS • Telephone • Live Webchat 	<ul style="list-style-type: none"> • Tablet App • Mobile Website • Social Media • Email • Live Webchat 	<ul style="list-style-type: none"> • Website • Social Media • Email • Live Webchat 	<ul style="list-style-type: none"> • Smartwatch App • Email • SMS

Figure 6. Each Device has Multiple Interaction Channels (Nielsen Norman Group 2016)

During a customer journey the customers interact several times with businesses through different channels using different devices. Each interaction represents a touchpoint between the customer and the organization. Touchpoints combine different channels and devices. Figure 7. indicates the customer journey across different devices.

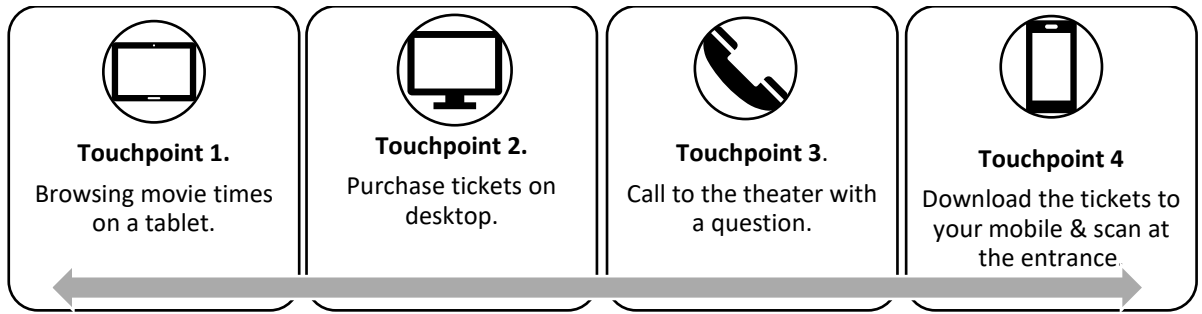


Figure 7. Example Customer Journey (Nielsen Norman Group 2016.)

Mapping the customer journey helps companies to understand customer needs and find out what motivates them towards purchase decisions. Customer journey defines all the points from customer needs, to gathering information, to post purchase experience. The relevance of a customer journey map is to meet customers exact needs and increase customer loyalty. (Bakhtieva 2017.)

5.2 Digital Marketing Funnel

In this project the marketing funnel is used as a tool to strengthen digital processes during the customer journey. The marketing funnel model by Marketing Profs (2017) is used as provider of guidelines. The funnel consists of six phases which are; exposure, discovery, consideration, conversion, customer relationship and retention. (Figure 8.)

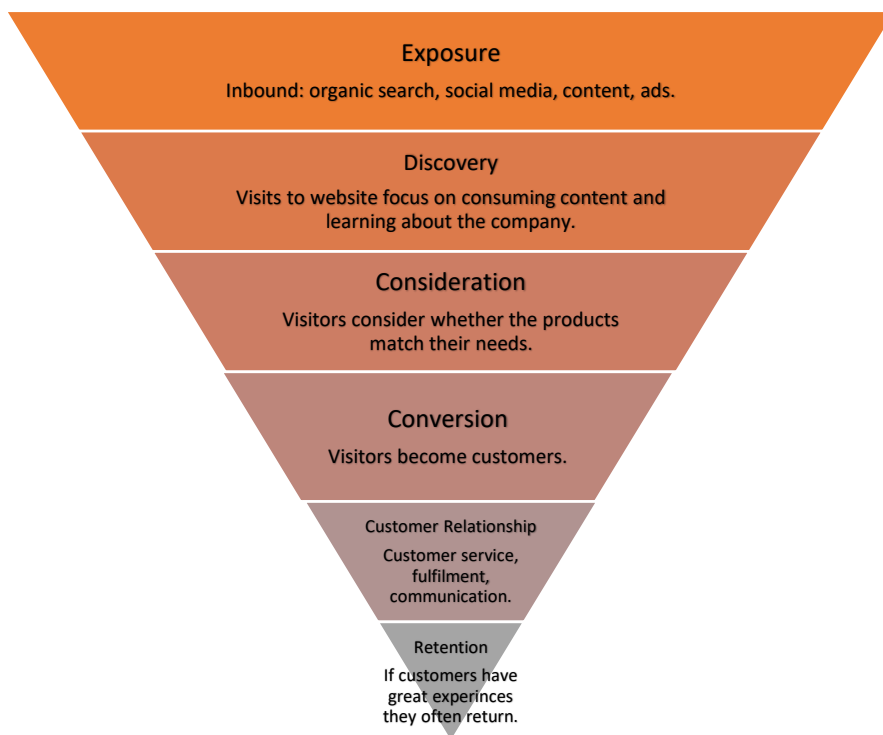


Figure 8. The Digital Marketing Funnel (Marketing Profs 2016)

Exposure phase indicates the brands reach. Exposure measures how many people have the potential to see the brand. As more people are in the top of the funnel, it is more likely to get more sales in the end. Visual visibility is important as it creates a memory mark efficiently. Social media offers an inexpensive and efficient platform to reach audience. When people need what you are offering they will more likely buy from you since you already have a relationship. (Kelly 2013, 35.) Exposure can be executed efficiently with inbound marketing. For example, ranking high in organic search results with SEO optimized website, providing meaningful and relevant content throughout variety of platforms covering social media, blogs, and newsletters. Also earned positive media coverage in forums, press and word-of-mouth inside community provide good exposure for brands. Exposure can be also done via paid advertising, for example, keyword optimization in search engine and displaying adds in social media.

Next in the funnel is *discovery*. In this phase prospects visit the website and other platforms. They consume content about the brand and want to learn as much as possible about their products and services. Therefore, it is important to provide suitable information and interesting content that will capture their interest and get them to move forward in the funnel.

In *consideration* phase visitors will transform to potential buyers. The next phase conversion will determinate weather they will buy or not.

Engaging with your prospects will help the *conversion* phase, it's more likely for people to buy from a brand they have had been engaging with. Engaging includes mutual actions such as liking, sharing, and commenting. Companies that engage with their audience have four times greater business impact than compared to those competitors who engage less socially. (Kelly 2013, 38.)

Building a *customer relationship* and loyal brand community are important in order to get customers to return. When customers are satisfied with the product and their needs have been fulfilled with great customer service, they are more likely to purchase again. Keeping up the conversation will help to get them to the top of the funnel again.

After a purchase brands should make sure your customers *return*. Taking care of your existing customers is important, but most of the times overlooked. After prospects have converted to customers, you must get them back to the top of the funnel by using different marketing actions. Encourage them to spend more money at each transaction or to buy

more frequently. (Kelly 2013, 41-42.) If customers have had good experiences they will more likely return.

The traditional sales funnel does not consider value creation, provide no model for establishing credibility or does not measure engagement with prospects. Instead it focuses on volume and putting enough people to the funnel to create sales. (Leboff 2016, 91.)

The modern digital sales funnel by Sticky Marketing (2016) focuses on the changes that digital transformation has brought to sales operations. As you can see from figure 9, the shape of the funnel is more like an hourglass, compared to the traditional cone. The top of the funnel is narrow because salespersons no longer approach people with traditional outbound marketing tactics such as, cold calls or door to door sales. Instead today's salespersons attract customers to them by using inbound marketing. (Leboff 2016, 95-96.)

The middle part of the is now the largest part of the funnel. In this phase potential customers may choose themselves to communicate and engage with the company. When prospects end up to this phase, it is marketers job to keep them here until they convert to customers. In the engagement phase it is crucial to provide meaningful content that people can engage and share. This earned media will help to build company's social proof and reach more people. (Leboff 2016, 97-98) When prospects credibility and trust is captured with companies' relevant content the prospect is ready to convert to a customer. (Leboff 2016, 102.)

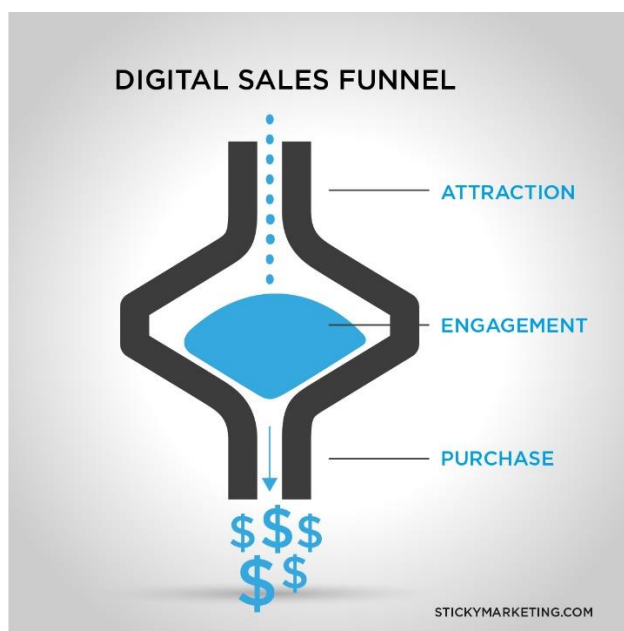


Figure 9. Modern Digital Sales Funnel (Sticky Marketing 2016)

Figure 10. below highlight the main points from the previous chapter. Providing a relevant digital customer journey is the core of the chapter and the figure. To start building the journey it is crucial first to map the path to understand how customer navigate throughout the journey. After the customer journey is mapped, it will define the most important touchpoints and you can start planning them according to the map. With touchpoints you will encourage customers to a deeper engagement. The marketing funnel will then define when to provide the critical touchpoints and other digital marketing actions during the customer journey. Then this will all come together in company's omnichannel strategy. Omnichannel supports the journey across the selected devices and platforms.

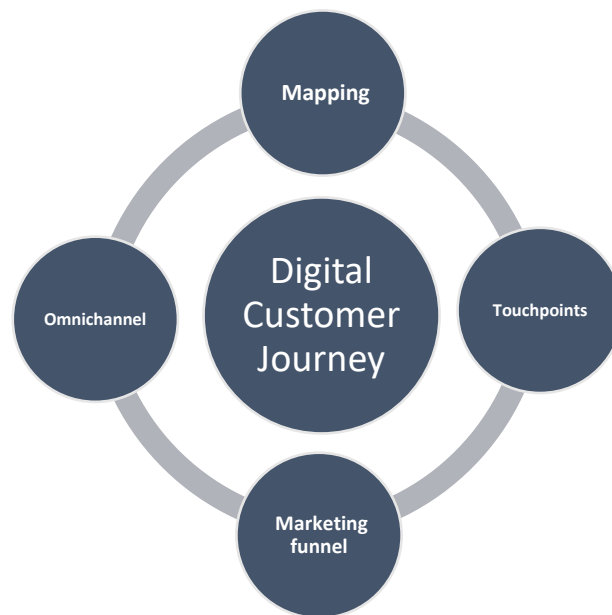


Figure 10. Digital Customer Journey

6 Digital Presence of ONAR Studios

This chapter will focus on evaluating the current digital presence of ONAR Studios in each phases of the marketing funnel. The conclusions regarding this analyze will be presented in the following chapter 7.

6.1 Project Plan

This thesis project started 20. of October in 2017 when the topic analysis was submitted for evaluation. The original goal was to finish the thesis in the beginning of 2018, but a strict due date was not set. The first seminar was held 8th of November 2017, where the introduction, the overall implementation and structure of the thesis were assessed. The theory part was finished next on the 5th of January 2018, and the second seminar was held the 10th of January 2018. After the second seminar the finishing date for the thesis was set to be the 28th of February.

The following part is the functional part of the thesis. Here the current digital presence of ONAR will be analyzed using the structure of the marketing funnel and other tools from the theory section. The goal is to find out the weak spots in case company's digital marketing actions. The process will start with evaluation of the *exposure, discovery, consideration, conversion, customer relationship and retention* actions.

A website traffic analysis and a website benchmark analysis will be included to the discovery part. To define the traffic on the website, an analytics chart considering website visitors and key figures will be presented and analyzed (appendix 4). This will help to determine effectively which tactics work and drive traffic and which would need improvements.

The benchmark analysis will be executed considering websites and web shops of contemporary brands. The term benchmarking stands for analyzing the capacity and performance and comparing different systems and organizations. The aim of benchmarking is to discover functions that help the organization to improve its operations by adapting to new and better practices. Benchmarking results reveal who are innovative, efficient, and excellent in their operations. It can also reveal problems inside organization and offer relevant solutions. (Kansallinen ennakointiverkosto 2010.)

Benchmarking was implemented to gain knowledge how ONAR could improve their website/webstore platform since they are planning to invest in a new platform soon.

6.2 Exposure

At present ONAR Studios digital presence focuses on their website/webstore and social media channels Facebook, Instagram and Twitter. They also send weekly newsletters to shop visitors and newsletter subscribers. In January 2018 ONAR had 3228 Instagram followers, 2552 likes on Facebook and 2530 Facebook followers, 294 followers on Twitter and 3143 newsletter subscribers.

According to the digital marketing funnel model (figure 8), exposure to brands happens mainly through inbound marketing actions (organic search, social media, content, community, press, blogosphere, forums, referring links, emails and word-of-mouth). In addition to digital inbound exposure, ads in digital platforms are also a way to gain exposure. Ads can be presented in search engines, as display ads, and ads on social media.

Currently ONAR's presence in social media is good. They run active Facebook, Instagram, and Twitter accounts. Their most active account is Instagram where they post pictures and Stories daily. Facebook and Twitter are less active, and their message is not as clear as with Instagram. They are only updated with mandatory posts and the same content is shared on both platforms. The posts are mostly alike in these three platforms, and different platforms don't communicate differently. The brand has recently tested sponsored post on Facebook and Instagram. Although few posts have gained a lot of likes, they haven't converted to a significant amount of sales. Usually posts create temporary traffic to the website but don't convert into webstore sales.

At the moment ONAR might be difficult to be exposed to in search engine. Especially for a consumer who is looking for their offering on search engines but isn't familiar with the brand previously. The brand doesn't currently do any PPC advertising but is interested to try Google AdWords. The brand does not have properly search engine optimized websites either - the opportunities of organic search aren't used in its full capacity. Small upgrades could easily collude to a larger reach.

ONAR's products are rarely seen on Finnish publications or worn by Finnish influencers. This is because they have a PR agency based in London and their focus is more in the international success. ONAR products are occasionally featured in foreign fashion magazines and worn by smaller scale celebrities. But other than that, their PR hasn't been too broad. The chance of exposure to ONAR through an influencer or magazines is quite small both online and offline.

Besides posts on social media the brand isn't creating any content. Therefore, the earned media sector is minimal. There are not much people could engage and share, that could benefit consumers and build relationship with the brand. The conversation between the brand and their audience is almost non-existent. In order to contribute to a loyal brand community, engagement is needed. The most efficient way to get it is by sharing valuable and engaging content. Word-of-mouth and positive earned media would help to capture the interest of people and build the fan base.

Based on the research, the exposure part needs a lot of improvement. It is a very important factor and more time and resources should be devoted to that part of the marketing funnel.

6.3 Discovery

In the discovery phase potential customers want to familiarize themselves with the brand's offering. They visit the website, consume content, and learn about the products and services. The following chapter will clarify the path that consumers take to end up in ONAR Studios website and analyze the quality and features of a good website in the benchmark analysis.

6.3.1 Website Analytics

In this chapter the traffic in ONAR Studios website was analyzed based on Google Analytics results. (Appendix 4.) The results were gathered weekly during an 8-week period from 16.10.2017 to 10.12.2017. The study measures weekly visitors, time spent on site, devices, paths, and countries of the visitors. Numbers presented here are averages counted from the weekly results.

According to the study the website had an average of 292 weekly visitors. Visitors spend an average time of 00:02:18 browsing through the site. The most popular device was a computer as over half of browsing was done on a computer. Second was mobile with around 40% and then tablet with only 5,4%. Most of the weekly visitors came from Finland, almost half of the total visitors. The rest was divided mostly between countries such as Korea (9,1%), USA (8,6%), Japan (6,9%) and UK (5,2%). Half of the website visitors used organic search to navigate to the website; 23% came directly; 18% through social media (Instagram 10,6% and Facebook 7,6%) and 7,5% through newsletters. Special events like Black Friday and Christmas campaigns increased the traffic on website through newsletters.

6.3.2 Competitor Website Benchmark

Websites play a big part in the discovery of brands; therefore, it is important to knowledge the crucial features. A benchmarking analysis would give good examples to ONAR of what other brands are doing and suggestions on how to improve their web store and increase sales through the platform. ONAR is also planning on investing in new web-site/webstore in the near future. ONAR is looking for a visually capturing, yet easy to use and navigate website, that represent the brands aesthetics with a functioning web store. The primary goal of the website would be to be visually impressing and a secondary goal to have a functioning web store.

The benchmarking was done to a group of contemporary brands. (Appendix 5.) The list included 249 brands that are sold in a webstore called SSENCE.com. These brands and ONAR have in common the aesthetics, similar end users and that they can be sold side by side in contemporary brick and mortal concept stores. The features that benchmark considered were: front page, visual outlook, story (about the brand), navigation/user friendliness and product display. From all the 249 sites, the following brands in table 1 had the best entity concerning the listed qualifications.

Table 1. Website Benchmarking Results

The Brand	Front page	Visuals	Navigation	Products Display	Story
Joseph Clothing, shoes & Accessories for men and women.	Very nice pictures and video.	Visually pleasant, represent the brands esthetics nicely.	Clear menus and easy to navigate.	3 pictures in a row. Changing angle of the picture. Good description including: flat rays and pictures on the model. Garment care, fit advice, worn with -sections.	Nice story covering history and the current. Hard to find though.
Kara Leather handbags & small leather goods	Big pictures: Strong & capturing.	Good entirety: simple yet well working.	Easy & clear, good number of menus.	3 pictures in a row & changing image. Enough photos and material & product info.	Personal, message & visuals. Not much about the brand. Movable figures. Good product care section.
Aalto International Clothing & shoes for women	Nice, pictures, video and menu bar.	Clear and pleasant. Pictures and headers balance each other.	Clear and simple.	2 pictures side by side. Changing angle. Good pictures and enough product info.	Narrow story. Nothing personal or catchy.
Proenza Schouler Clothing & Accessories for women	Bold pictures and video.	Clear, beautiful and harmonious	Clear and simple to use.	3 products in a row. Changing display. Nice product pictures, good product description and info.	Very well written and structures story. Describes the brand nicely.
Yves Salomon Fur coats and accessories for women, men and kids.	Simple with beautiful pictures. Editorial like. Harmonious and timeless.	Very simple, does justice for the products. Product pictures are not so accurate.	A bit confusing, jumps to wrong places. Too many different menus.	3. products side by side. Offers many angles with description, details, fabric and care -sections.	Craftmanship and values presented nicely.

The features that all these websites had in common, was that they had visually impressive frontpage that captures attention. The sites were visually simple and bold, which made them easy to use and navigate. The brands offered a variety of detailed pictures of the products with accurate product and material descriptions. Product info also featured sections such as *style it with* and *garment care* advice. Due to the high price of the garments, it is important to provide enough information of the product to generate sales. For example, *wear it with* tips will help to understand the outfit entirety.

The *brand story* section also plays a big role. When people are discovering the brand, they will often glance through the story section. At its best the story features points were readers can identify themselves with. Maybe they share the same values and view of life

or would like to be a part of the lifestyle the brand represents. As a part of the benchmark analysis also the story sections were analyzed. In the authors opinion the best *story/about* sections came from the following brands: Kara, with a very personal story with both the message and the way it was presented visually. The brand also had a thorough product care feature; Proenza Schouler also had a well-constructed story that describes the brands identity nicely. Also, Marni and J.W Andersson had capturing stories. Marni described the brands essence in detail and J.W Andersson had a very praising point of view.

Based on the two analysis there are improvements that need to be done to enhance discovery part. Currently ONARs website does not offer enough information about the brand in general nor their mission or references. There isn't specific information concerning their values, materials, or manufacturing. Also, the information provided on the garments is too narrow. It does not convince buyers at this price point. It would be important to follow the website analytics weekly and analyze the results to gain a good overall view on the performance.

6.4 Consideration and conversion

In this phase customers are considering purchase, and maybe they need confirmation or reminder of the brand. Currently ONAR does not really have a plan to capture the interest of potential customers in the consideration phase. They send weekly newsletter concerning campaigns, new arrival and offers. The newsletters are mostly focused on selling rather than offering an additional value or information to the customers.

When website visitors convert to customers and place on order through ONARs Web store. ONAR web store operates under a service provider Tictail. Purchasing is made easy and effortless through the providers process.

6.5 Customers Relationship and retention

After shipment ONAR does not send follow-up emails considering product satisfaction or rating the product (although Tictail might have that automatized). It would be important to know if the customer is satisfied with the product and were customer needs fulfilled. Keeping up the conversation after purchase is important. In most cases the happiness with the product and the level of customer service will determine whether the customer will return or not. Product satisfaction evaluations could also give ONAR valuable customer insight.

ONAR does not have a solid plan how to place customers back to the top of the funnel.

To make it easy for customers to return ONAR should make them feel as a valued part of their brand community. Also putting efforts into customer satisfaction and service would translate into bigger retention.

7 Conclusions

In this chapter the most important conclusion and result of this project are gathered together and presented. During the process a lot of useful tactics and tools were discovered. The conclusions listed here were the best options regarding the case company ONAR Studios. Conclusions are presented in four groups: *balancing paid, owned, and earned; funnel operations; fashion marketing* and *digital customer journey*.

The chapter will answer the study questions of this project:

How to strengthen the digital marketing funnel operations?

How to create a loyal brand community for the brand?

The final manual (Appendix 5.) presents the same conclusions in a tighter package, where the planned actions are divided into a timeline: now, near future and future.

7.1 Balancing Paid, Owned and Earned

One of the key findings based on the theoretical preview was the role of owned, paid and earned medias. The division between the three medias should be one of the cores of businesses digital marketing strategy. At the moment ONAR has its own media, but it is rather limited as well as their earned media. They have also started to experiment on sponsored ads on Instagram and Facebook, being currently the only paid media. As learned, these medias boost each other and work best when they cooperate. ONAR should establish a balance between owned, paid and earned; strengthen each media and especially enhance positive earned online media.

A new informatic website including useful content and more coordinated but authentic social media strategy would strengthen their owned media. Trying out PPC with Google AdWords, Google remarketing tool and continuing with sponsored posts on social media would compensate the lack of paid media. By creating content for people to engage with, they could achieve more positive earned online media.

7.2 Strengthening: Exposure, Discovery, Consideration, and Retention

The most important phases in the marketing funnel were ONAR needs to make improvements are exposure, discovery, consideration, and retention.

New website will increase exposure & discovery

The first and single most important conclusion is increasing exposure and discovery of the brand. This can be achieved by creating a functioning, user-friendly and search engine optimized *website*. In many cases during the project the use search engines was brought up as the most used tool for discovering and researching for brands. (Appendix 2.) The search engine also plays a huge part on how people are exposed to the brand. In addition, sponsored posts on social media and Google AdWords are remarkable tools for reaching out to potential customers in discovery phase.

The key is to have accurate search engine optimized informatic website, otherwise it is pointless to put efforts in digital marketing operations, since all paths lead to the website and it's where the online sales take place. And if the website does not offer enough info, the purchase won't happen.

Content will increase exposure and discovery

In many cases also the importance of *content* came up. In figure 2. content was referred as the most important digital marketing technique. ONAR should use content specially to strengthen the exposure and discovery phases, and to increase engagement overall, which currently is minimal for them. The right content creates traffic, informs users, builds awareness, and converts customers. Relevant, good quality content in their website would improve the search engine results and the discovery of the brand, since search engines reward websites that have good content.

In the website analytics study the remarkable findings were that people spend only an average of 2 minutes on the site. With a relevant content they could stay longer and familiarize themselves better with the brands story and offering. The other surprising result was that the most traffic occurred from Finland. Even though this is not a bad thing, it should ring a bell since Finland is not the target market for the brand. Therefore, ONAR should increase marketing in their target markets abroad. Also concerning was that the newsletters only generated about 7,5 % traffic to the website. Also, more traffic could come from social media platforms. Both platforms could drive more traffic to the website with the help of individual quality content.

Website and social media content ideas for ONAR Studios

- **Listing References.** ONAR has a list of successful projects, but none of them are presented on the website. These good references include Artek collaboration, Moscow Exhibition, Vogue Talents Finalist and Miley Cyrus wearing their headband.

- **Giving Faces to the Brand.** The founder Irene Kostas and her brother Alexandros are interesting people and getting to know the people behind the brand could translate to a more authentic and deeper customer relationships.
- **Authentic Content.** Featuring more people and behind the company including authentic material in social media
- **Telling About Their Expertise.** Including ethical values, the advantages and positive qualities of the materials, transparency, and appreciation for craftsmanship could be things they could highlight more in their marketing and benefit from it.
- **High Quality Visuals.** The website could feature more owned material such as look books and videos. High quality visuals give a good impression of the brand.

To strengthen the exposure phase I would also suggest creating a social media strategy concerning each channel. At the moment Instagram is the most used tool and Facebook and Twitter are left with less attention. Creating a strategy to each platform and updating them actively, responding and engaging with followers. Currently ONAR's Instagram is visually very capturing and beautiful, but the story lacks personal and authentic touch. Eva Chen has listed the most important features on how to excel on Instagram:

1. ENGAGEMENT, NOT FOLLOWERS

Although many brands are looking for a large following, it alone does not drive business impact. A lot more important is the real conversation and engagement. A good post is something that people comment on and tag their friends in. It means that you have created something that people talk about.

2. CRAFT A STRONG IDENTITY

Building a strong and consistent brand is more important than ever. Especially online where the context is harder to control. Capture a strong presence with visual identity by using similar pictures, assembly, and tone of voice. Create a mixture of spontaneity and joy but with consistency.

3. AUTHENTICITY WINS

Creating authentic moments that feel real and offers privileged access to more personal space, effect more on Instagram than slick highly produced visuals.

4. CULTIVATE A COMMUNITY

Interacting with followers will generate excitement and helps to forge a deeper relationship. Talking back to your audience and asking questions is important. People in Instagram want to feel like they are a part of a community.

5. COLLABORATE WITH NATIVES

Besides working with traditional influencers, collaborations with artist who are active on Instagram can produce inspiring and fresh content that works well on the platform. (BoF 2013)

As explained previously, engagement is the key to social media success, not the number of followers. Capturing your personal identity with consistent yet genuine message and creating a culture of dialogue between followers and the brand will ultimately generate to a loyal brand community. In fashion marketing, only creativity is the limit.

From consideration to conversion

What comes to the structure of the website, the right functions could benefit the consideration phase and relevant content is also important in this section. To speed up conversion ONAR could offer new functions on their websites: *styling tips* and *suggestions*, *pictures on the model* from many angles including *flat rays*, *garment care* and *garment description*, *fit advice*, and *worn with* sections. Many of the brands benchmarked included similar component on their website. It can help the purchase process as it removes certain obstacles and leaves less questions unanswered.

Reaching people with newsletters on the consideration phase can be very effective, but also a lot of people will unsubscribe if the content is irrelevant to their needs. As it was mentioned in the research by O2 (p.18); more than 60% of consumers who receive irrelevant communications from brands will stop buying from those companies. Referring to this data, sending various newsletters weekly without any relevant topic seems useless and it doesn't work in the brands favor. It could be suggested to send newsletter more seldom and putting more effort to the content making it meaningful, instead of pushing the products constantly. Small improvements in newsletter production could make a difference and create more traffic to the website easily.

In consideration stage *personalized content* and *interaction* with customers could be very powerful and sets the company apart from competitors. But it is also time consuming and costly, as automatizing that process is very expensive. A good tool for reaching potential customer when they have visited your website and are considering buying, is to use the *remarketing tool* by Google. This tool will show adds to visitors who have visited the shop without purchasing. The display adds will appear to a different website. As a brand you must determine if you want to present yourself this way or not. Fashion companies using this method for example are: Matches fashion, Kara and Vestiaire Collective.

Retention and loyal brand community

Many factors can have an impact whether the customer returns or not. A good customer service, product satisfaction, personal touch and nice quality packaging are just a few examples which can affect retention positively.

To get a loyal community ONAR should first establish an organized *brand community program*. Making followers feel that they belong somewhere and are a valued part of a community. Members could have access to privileged sites, with events, tips, and special offers. The member club would include a rewarding program, including news and personal interaction such as remembering birthdays and suggesting what to buy next. Through a loyalty program it would also be handy to start building a CRM database.

Motivators to purchase were listed in the research by Global Web Index. (appendix 2.) Free delivery, financial rewards, reviews from other consumers and easy return policy were the most important factors. At the moment ONAR shipping cost are quite high and might have a negative impact to the purchase decision. The shipping costs should be included in the price of the product. Rewarding could easily happen through the loyalty program and easy return policy should be developed and advertised more. Bringing out the positive reviews could also benefit the conversion.

After purchase, *personalized follow up emails* could include tips and suggestion on what to buy next, and what would suit with the product purchased previously. As a part of great customer service and due to the high prize of the items, the *packaging* should also represent the high quality and aesthetics of the brand. Packaging should be done thoughtfully offering a luxurious and special feel to the receiver. An additional personal message or “thank you for purchasing”, can never hurt. It is also popular that people post videos of package unwrapping to social media.

Providing the best possible product and customer service, with personal touch and keeping up the conversation are the best way to get customers to stay and return.

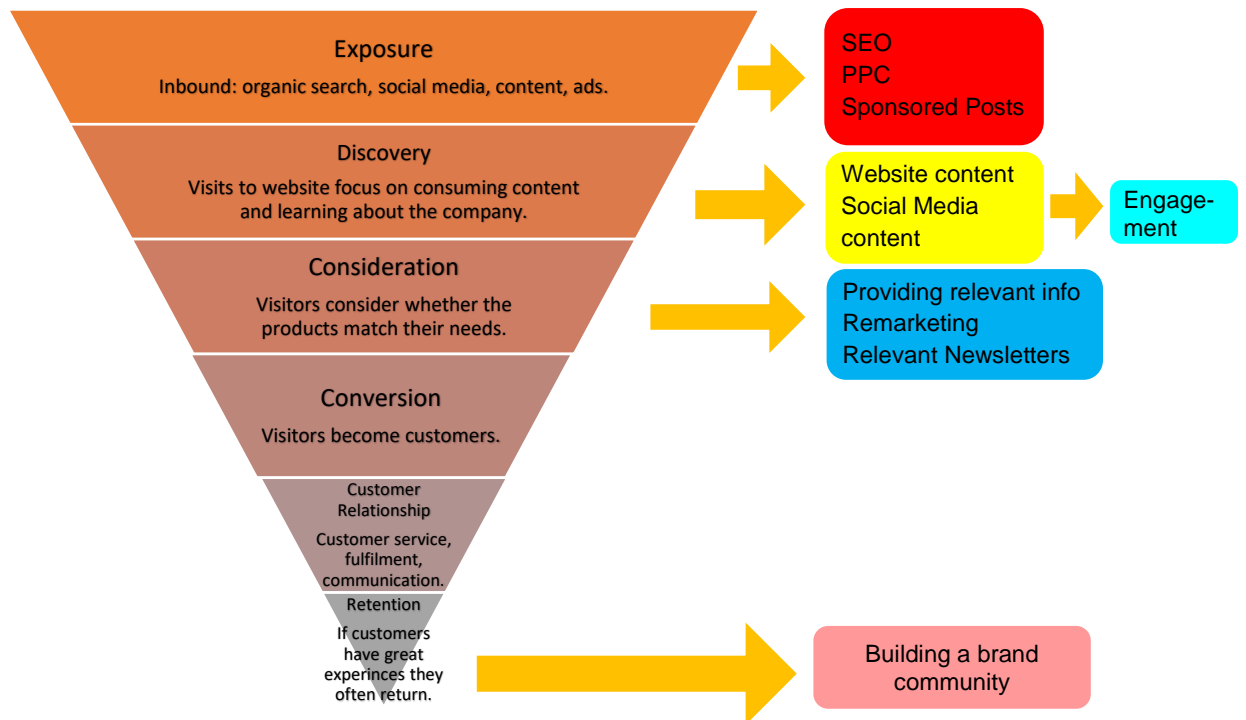


Figure 7. Funnel Operations Improvements

7.3 Fashion Marketing

Fashion marketing offers particularly interesting tools for ONAR. Only the sky is the limit and methods can be creative, even surprising things might work well. The most relevant tools for ONAR based on the fashion marketing theory would be focusing on *Influencers*, *mobile*, *shoppable content*, *personalization*, and *storytelling*.

Currently ONAR is using some *influencers* to showcase their products, but the operations aren't well organized. Most of the influencers have received the products as gifts, and don't have a mandatory motivation to advocate the product. To improve and benefit from this process ONAR should establish a clear influencer strategy. The strategy should include budget for the operations, what are the best influencers for ONAR, and what kind of terms to settle with the influencer. As mentioned previously the smaller scale influencers who have followers from 10 000 to 100 000, will have a better reach inside their own follower base. Using smaller scale influencers rather than trying to reach to a world-famous star, might be something ONAR should consider.

As the theory repeatedly declared the use of *mobile* is increasing and it is partly going to replace the use of computers. This is a matter that ONAR should react by optimizing their new website to function in mobile seamlessly and enabling easy transactions and clear navigations. Including shoppable feed function to their Instagram should be something

they could also experiment with. At some point ONAR could also consider investing in a mobile app. With a well-functioning mobile app ONAR could establish their loyal brand community smoothly, make purchasing and transactions simpler, share interesting and exclusive content and shoppable content, all in one place. A mobile app would be an excellent way to engage people and convert them, since people are more likely to purchase from a business they have been engaging with.

One thing besides content that is lacking efforts is the story of the brand, and especially *storytelling* as a marketing operation. According to the Online Purchase Journey – research by global web index (appendix 2.) the key roles of the brand was to improve knowledge and skill and make customers feel valued. ONAR has such an interesting background, heritage, and products that they should most definitely take advantage of that. Telling about the owners, the core of the brand and their mission are just a few examples what they could offer. Using creativity like Kara did on their personal story could really enhance their positive brand image. Storytelling as marketing action could also feature topics like what inspires the designer, what is the best music, food, art at the moment from her point of view. It would translate into interesting, valuable, and unique content. For example, in newsletters offering alternative tips like telling about a great exhibition instead of selling aspect.

Personalization was claimed to be one of the biggest trends in fashion marketing in 2018. Interacting with meaningful, personal, and accurate content can be very efficient, but also challenging in forms of time and money. Personalization can also happen through customized products, that people can themselves design. ONAR could try personalized interaction in smaller scale, in forms of feedback and customer reviews of their products. These reviews would give important customer insight and could be used as earned media that encourages others to purchase. Personal messages could also include features like, what to buy next, wear it with, complete the look- suggestions. Personalization could also happen with personalized products, where customers could choose colors for their coats themselves, for example.

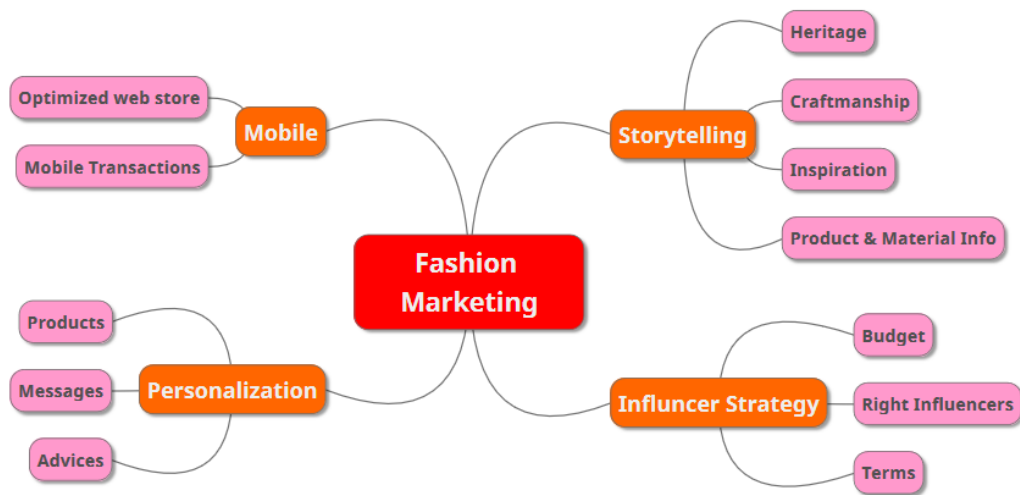


Figure 8. Conclusions Regarding Fashion Marketing.

7.4 Digital Customer Journey

Regarding the digital customer journey and developing a stronger digital presence ONAR should first start with *mapping* their customer online journey. By mapping the journey, they could understand it better from the customers perspective and therefore be present at the right times in the right platforms with the right message. By mapping and researching the potential journey ONAR could then start improving and developing their own *digital touch-points* along the customer journey. Developing a functioning multichannel strategy where the company is present and active in different platforms is important. But in the future the role of a functioning omnichannel strategy will emphasize in the retail business. A well-organized digital customer journey would be a good base to start building the *omnichannel strategy* in the future if needed. Compared to multichannel, omnichannel offers seamless shift between the brands platforms and different devices.

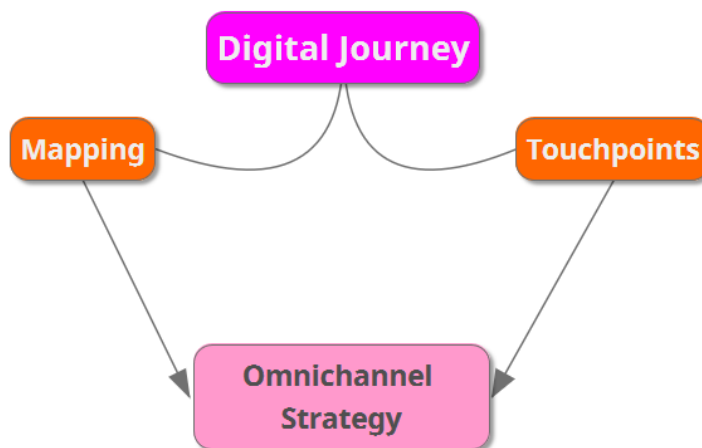


Figure 9. Conclusions Regarding Digital Buying Journey.

That were the final conclusions. Now it's up to ONAR what will they choose to include within their marketing actions.

1. Reflection

To reflect the entire thesis project, I feel satisfied on my own performance and in the results, I received from my studies. The thesis resulted valuable and practical advices for the case company to implement in their marketing operations. I was also able to keep my schedule.

The conclusions that were received, were concrete and relied on research results. For example, the research of most used digital marketing techniques in figure 1 and the digital customer journey in appendix 2. These references revealed and clarified the importance of content in digital marketing and the use of search engines as the main source of exposure and discovery of brands.

The results are reliable and most of them can be easily adapted to the current digital marketing operations. Also, bigger scale improvements were included in the conclusions, as to prepare for the future growth of the company.

The weakness of the thesis was its broadness. It produces an overall glance to the different tools but does not offer too specific information or hands-on directions. There would be many topics for further research considering for example developing content strategy, new websites for the company and defining the most important key performance indicators and developing a monitoring system.

As for my personal growth, I gained a broad knowledge about the topic and digital marketing in general. I can now justify why content, engagement and search engines are important parts of any marketing strategy. I developed confidence in my own doing and point of view and I can now produce relevant instructions on this matter. Stressful projects also teach about self-discipline and improve organizational skills and makes you push forward even when you are not sure what is to come.

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Appendices

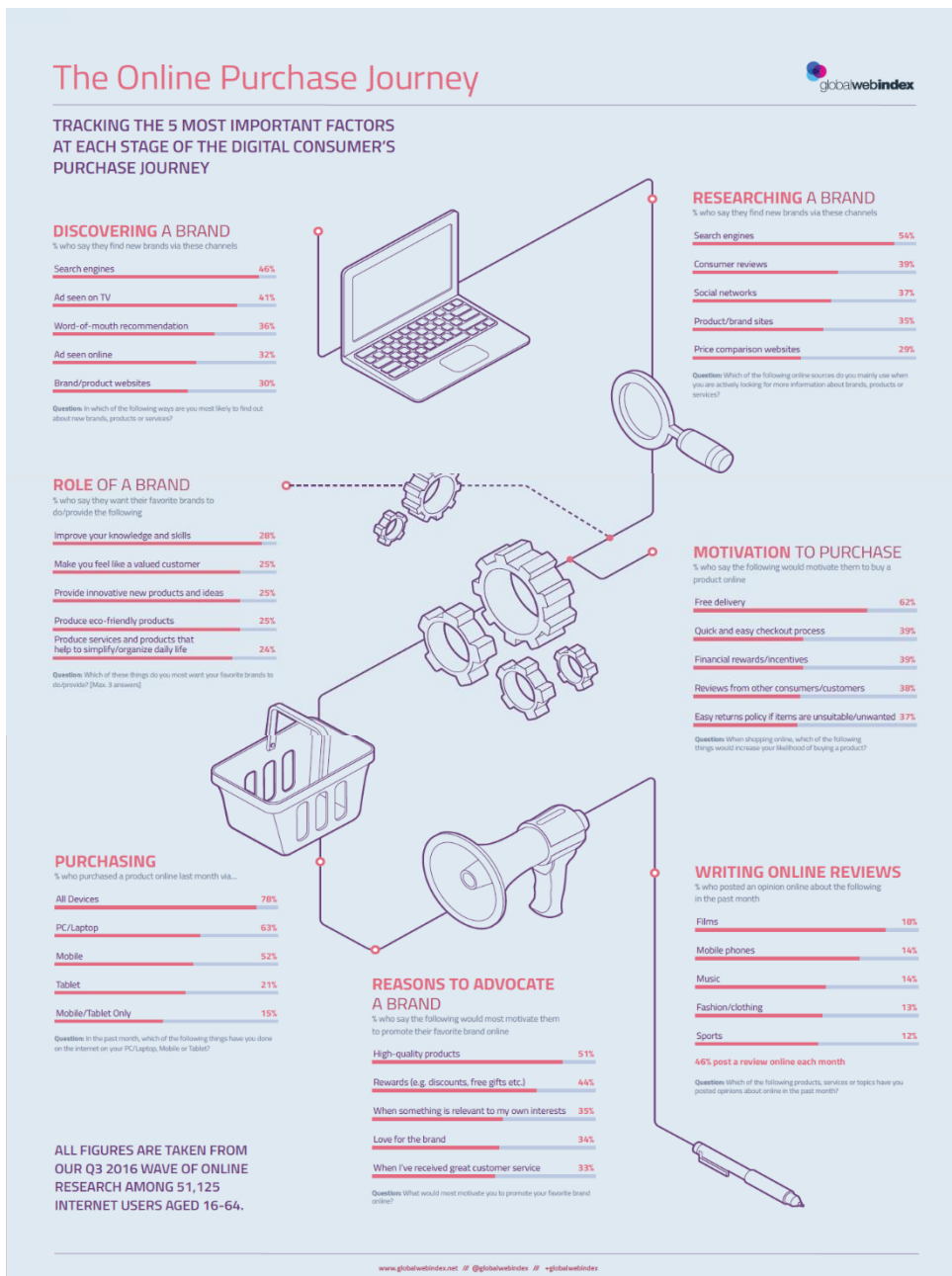
Appendix 1. List of Niche Influencers

15 Emerging Influencers Brands Should Be Watching

These up-and-comers boast engagement rates more than four times that of the average fashion influencer, according to analytics firm Tribe Dynamics.

		Top 3 brands by Earned Media Value	# of Instagram followers	Number Fashion Brand-Related Posts in 2017	Total Fashion Brand-Related Likes in 2017
	@daniellecacolan	Ray-Ban; Forever 21; Brandy Melville	176,577	435	7,896,814
	@imdrewscott	Zara; Saint Laurent (YSL); Acne Studios	104,863	625	4,285,420
	@blakesteven	ALLSAINTS; Saint Laurent (YSL); Vans	284,537	224	3,711,468
	@noemielacerte	Topshop; H&M; Zara	147,338	259	3,706,685
	@considerlena	Zara; H&M; Gucci	112,587	334	3,332,788
	@alexdomenec	Vans; Louis Vuitton; Adidas	295,222	106	3,187,150
	@weronikazalazinska	Revolve; Topshop; ASOS	224,774	176	3,065,022
	@thetarrlife	Supreme; Adidas; Nike	133,869	487	2,869,397
	@gigi_vives	ASOS; ASOS Curve; Urban Outfitters	299,444	126	2,850,457
	@catarinafilipe	Zara; Adidas; Mango	108,174	116	1,414,549
	@zolee_g	Nike; Zara; Brandy Melville	148,711	109	1,171,008
	@teresa_sanz	Zara; Pull & Bear; ASOS	124,034	58	1,109,714
	@juliaadang	Vans; Urban Outfitters; H&M	113,406	83	1,095,947
	@annasarely	Zara; Vans; Chanel	150,924	86	977,919
	@maddiegreer	Zara; Anthropologie; ASOS	107,958	163	812,465
	@amandagnwn	Chanel; Prada; Nike	101,661	90	7,864

Appendix 2. Online Purchase Journey



Appendix 3. Google Analytics Results

TIME PERIOD		16.10-22.10.2017	23.10-29.10.2017	30.10-5.11.2017	6.11-12.11.2017	13.11-19.11.2017	20.-26.11.2017	27.11-3.12.2017	4.12-10.12.2017
USERS		231	302	266	174	226	472	279	387
NEW USERS		72,60 %	74,2 %	70,1 %	65,6 %	74,4 %	62,5 %	66 %	67,60 %
SESSIONS		281	357	318	215	266	635	350	494
SITES/SESSION		6,29	4,99	4,67	3,34	4,19	6,57	5,51	5,62
TIME/SESSION		0:02:47	0:01:51	0:02:56	0:01:50	0:02:08	00:02:54	00:02:20	00:02:24
TOP COUNTRIES									
	FIN	53,4 %	47,3 %	40,3 %	53 %	30,8 %	49,8 %	45,40 %	27,13 %
	KOR	9,6 %	16,0 %	9,1 %	-	4,5 %	4,4 %	12,90 %	6,88 %
	UK	3,6 %	5,6 %	8,5 %	4,7 %	6,4 %	5,7 %	3,43 %	4,05 %
	US	6,4 %	5,0 %	8,2 %	8,8 %	10,5 %	9,3 %	9,40 %	11,13 %
	JPN	6,0 %	7,6 %	4,1 %	-	7,5 %	7,2 %	5,70 %	10,12 %
	CHN	-	-	-	3,7 %	3,4 %	1,9 %		
	RUS	-	-	-	3,3 %	11,3 %	3,2 %	2,29 %	4,05 %
								4,60 %	5,45 %
								2,43 %	2,02 %
									5,26 %
DEVICE									
	Computer	52,3 %	54,9 %	56,6 %	85,1 %	70,7 %	45,2 %	43,7 %	42,20 %
	Mobile	44,8 %	41,7 %	37,4 %	14,0 %	21,8 %	47,7 %	48,3 %	50,40 %
	Tablet	2,8 %	3,4 %	6,0 %	0,9 %	7,5 %	7,1 %	8,0 %	7,40 %
PATH									
	Organic search	49,8 %	44,5 %	41,2 %	51,2 %	47,0 %	37,2 %	44,30 %	55,70 %
	Direct	28,8 %	21,6 %	26,7 %	28,4 %	18,4 %	16,9 %	17,70 %	23,90 %
	Social	14,9 %	22,4 %	25,5 %	5,6 %	18,4 %	23,8 %	20,30 %	11,10 %
	Instagram	10,68 %	12,61 %	15,72 %	4,65 %	6,39 %	12,28 %	14,86 %	7,69 %
	Facebook	11,39 %	8,96 %	9,43 %	0,93 %	11,65 %	11,02 %	4,86 %	2,43 %
	Newer	0,36 %	0,84 %	0,31 %	-	-	0,49 %	0,57 %	1,01 %
	Email	0,40 %	4,50 %	3,5 %	9,8 %	6,0 %	18,9 %	11,40 %	5,70 %
	Referral	6 %	7 %	3,1 %	5,1 %	10,2 %	3,3 %	6,30 %	3,60 %
BEST DAY/USERS									
	Best day	Tue 17.	Friday 27.	Tuesday 31.	Wednesday 8.	Sunday 19.	Friday 24.	Friday 1.	Wednesday 6.
	Sessions	57	72	108	43	50	136	61	112
	Organic	17	32	34	29	18	61	30	79
	Direct	31	16	23	9	10	18	8	17
	Referral	2	2		-	2	26	0	1
	Email				3	19	27	19	10
	Social	7	13	46	1	1	4	4	5
MOST POPULAR SITE									
	*excl. Main page	/products/onarblankpre-fall17	/products/onarblankpre-fall17	/products/onarblankpre-fall17	/products	/products/onarblankpre-fall17	/products/black-fall17	/products/onarblankpre-fall17	/products
	Views	179	148	179	89	133	211	237	
OTHER									
		Sofien ystävätki stonysa		Nina Kraviz Tue.		Pr- breakfast Wed		Black Friday	
		Korea		Cipriana Thu.				/products/christmas-gift-box	
								katselut: 236	

Appendix 4. Benchmark Analysis Sites

032c	Courrèges	Joshua Sanders	Mr & Mrs Italy	Saskia Diez
3.1 Phillip Lim	Craig Green	Junya Watanabe	MSGM	See by Chloé
6397	Cuero&Mor	Kappa	Mykita	Shushu/Tong
69	Delfina Delettrez	Kara	NAPA by Martine Rose	Sies Marjan
A.P.C.	Diemme	Kenzo	Nehera	Simon Miller
Acne Studios	Dior	Khaite	Neil Barrett	Simone Rocha
adidas by Stella McCartney	Dolce & Gabbana	Kiki de Montparnasse	Nicholas Kirkwood	SIYP
adidas Originals	Dorateymur	Kuho	Nina Ricci	Solid & Striped
adidas Originals x Pharrell Williams	Dr. Martens	Kwaidan Editions	Nocturne #22	Sophia Webster
adidas Originals XBYO	Dries Van Noten	laCalifornienne	Noir Kei Ninomiya	Sophie Bille Brahe
Alexachung	Dsquared2	Land of Women	Nomia	Sophie Buihai
Alexander McQueen	Eckhaus Latta	Lanvin	Off-White	Sophie Hulme
Alexander Wang	Edit	Lauren Klassen	Oliver Peoples	Spalwart
Altuzarra	Ellery	Lauren Manoogian	Oliver Peoples The Row	Stella McCartney
Alumnae	Emilio Pucci	Le Gramme	Opening Ceremony	Studio Nicholson
Alyx	Enfold	Lemaire	Ottolinger	Stutterheim
Ambush	Erdem	Levi's	Ovelia Transtoto	Suicoke
Amo	Études	Lisa Marie Fernandez	Pallas	Sylvain Le Hen
Ancient Greek Sandals	Eva Fehren	Loewe	Palm Angels	T by Alexander Wang
Ann Demeulemeester	Eytys	M2Malletier	PB 0110	The Elder Statesman
Anya Hindmarch	Facetasm	Mackage	Pearls Before Swine	Thom Browne
Aprix	Fendi	Maison Kitsuné	Perks and Mini	Toga Pulla
Araks	Flamingos	Maison Margiela	Pierre Balmain	Tom Ford
Army by Yves Salomon	Fleet Ilya	Maison Margiela Fine Jewellery	Pierre Hardy	Totême
ATP Atelier	Fleur du Mal	Maison Michel	Pleats Please Issey Miyake	Tricot Comme des Garçons
Baja East	Frame Denim	Manebí	Ports 1961	Tsatsas
Balenciaga	Garrett Leight	Mansur Gavriel	Prada	Unravel
Balmain	Gentle Monster	Marc Jacobs	Prim by Michelle Elie	Valentino
Blue Blue Japan	Giuseppe Zanotti	Marcelo Burlon County of Milan	Proenza Schouler	Vans
Boris Bidjan Saberi	Givenchy	Mari Giudicelli	Protagonist	Versace
Building Block	Golden Goose	Marieyat	R13	Versus
Burberry	Gosha Rubchinskiy	Marni	Raf Simons	Vetements
Calvin Klein Underwear	Grifrnd	Marques Almeida	Rag & Bone	Victoria Beckham
Canada Goose	Gucci	Marsell	Raquel Allegra	Visvim
Carven	Haider Ackermann	Martine Rose	Re/Done	Wales Bonner
Cédric Charlier	Harikae	Martiniano	Reebok Classics	Want Les Essentiels
Champion Reverse Weave	Harris Wharf London	Maryam Nassir Zadeh	Repetto	Ward Whillas
Charlotte Chesnais	Helmut Lang	Matthew Adams Dolan	Repossi	Wild and Woolly
Charlotte Olympia	Hender Scheme	McQ Alexander McQueen	Ribeyron	Wolford
Chen Peng	Herno	Melanie Georgacopoulos	Rick Owens	Woman by Common Projects
Cherevichkiotvichki	Heron Preston	Meteo by Yves Salomon	Rick Owens Drkshdw	Won Hundred
Chimala	Isabel Marant	MISBHV	Rick Owens Lilies	Y-3
Chloé	Isabel Marant Etoile	Miu Miu	Robert Clergerie	Y's
Comme des Garçons	Issey Miyake	MM6 Maison Martin Margiela	Roberts Wood	Y/Project
Comme des Garçons Comme des Garçons	J.W. Anderson	Moderne	Roksanda	Yang Li
Comme des Garçons Girl	Jacquemus	Molly Goddard	Rosetta Getty	Yasmine Eslami
Comme des Garçons Play	Jil Sander	Moncler	Sacai	YEEZY
Comme des Garçons Wallets	Jil Sander Navy	Moncler Gamme Rouge	Saint Laurent	YMC
Converse	Jimmy Choo	Moncler Grenoble	Salomon	Yohji Yamamoto
Cottweiler	Joseph	Mou	Sara Lanzi	Yves Salomon

Appendix 5. Plan to Improve Digital Presence

IMPROVING ONAR STUDIOS DIGITAL PRESENCE

NOW & IN THE FUTURE

This guide presents digital marketing techniques that will improve the companys digital presence now and in the longer run.

By following these instructions from a strategic point of view, ONAR can form a successful digital presence and generate more sales in the future.



CONTENT STRATEGY

Why:

To increase engagement and conversion.

For engaging content, answer these questions:

Who do I want to target?

Is there a specific topic or niche where we want to excel?

What do I want our brand to be associated with?

What type of content are my customers looking for?

How can I keep existing customers happy?

How can I attract new customers?

What do I like / dislike about competitors' content strategy?

What overall business objectives do I want to achieve with my content marketing operations?

Types of content:

- News and blog content
- Features, guides, and interviews
- Photos, videos, and other visuals

Create a Content Calendar:

A schedule when and what to post

Seasonality: Define what hat are the key seasons in ONARs business and what kind of content could be created around them?

Topics: Choose current topics to create monthly content

Timing: Break down your calendar month by month, then week by week and day by day, it will improve the structure and regularity

Share: sharing the calendar and its objectives with other team members.

Free content calendar template: bobangus.com

WEBSITE UPGRADE

WHY:

To Increase exposure, discovery and conversion.

Search Engine Optimizations

- Define the effective keywords
- Create content based on keywords
- Choose page titles
- Create unique meta description on each page
- Build easy navigation for visitors and for search engines
- Utilize Google webmaster directions

PPC: Google Adwords

- Define goals and objectives
- Targeting: create individual ad groups around products
- Choose less than 25 keywords per ad group that are thematically relevant
- Test and optimize to get the best results

Keyword Finders:

authoritylabs.com
[google keyword planner](http://google.com/keywordplanner/)
longtailpro.com
semrush.com
similarweb.com

SOCIAL MEDIA UPGRADE

WHY:

Establishing a solid social media plan and participating actively on each platform to increase engagement and discovery of the brand.

- Define what are the objectives and goals in social media?
- What is the purpose of each platform?
- What type of content will be shared?

BENEFITS:

Stay informed: gain valuable customer insight and get to know your customer and their opinion about the brand. Engaging in social media can be really revealing without being intrusive.

Raise your profile: by engaging proactively through social media you can build a positive reputation as a helpful advisor and raise brand awareness.

Influence the influencer: fostering good relationships with influencers will have good impact on your online reputation.

Nurture brands advocacy: Embrace people who already have a positive attitude towards your brand, most likely they will voluntarily advocate your brand in social media.

EMAIL UPGRADE

WHY:

To generating more traffic through newsletters to website to increase sales.

HOW:

- Focus on quality content: aim to make every email copy punchy and engaging
- Remember: call-to-actions and relevant landing pages
- Think about the frequency, people don't want to be bombarded with marketing emails

KPIs

- How many people open: open rate
- When are they opened: time
- What links are clicked: click through rate
- What emails have the best conversion
- How many will unsubscribe

ESTABLISHING AND KEEPING TRACK OF KPIS

WHY:

By defining and following most important KPIs you will see how your marketing actions are performing.

KPIs for Website

In addition to Google analytics metrics (users, new users, sessions, sites/sessions, time/sessions, top countries, devices, paths, most popular site) these are the ones to monitor:

Conversion rate: measuring visitors performing actions such as: complete a purchase or subscribe newsletter.

Bounce rate: measures people who arrive to your site but leave after looking at the landing page.

Abandonment rate: people inside your sales funnel, that bail before any conversion.

Cost per conversion: total cost of advertising by the total number of conversion generated as results.

For monitoring social media, use their own analytic and for more improvements see also the results from:

Facebook: Like Alyzer

Instagram: Social Rank, Social Bakers

NEAR FUTURE

BALANCE BETWEEN PAID, OWNED AND EARNED

Establish a balance between paid, owned and earned medias to gain the best digital marketing results.

Boost paid medias with:

- Google Remarketing tool
- Sponsored posts on social media
- Google Adwords advertising

Increase your owned and earned medias with:

- Content creation
- Positive online PR
- Influencers

MAPPING

WHY:

Defining the target customer personas and mapping their digital customer journey to understand their needs better. Improving digital platforms based on the results.

BENEFITS:

- Gain valuable insight
- Understand customer expectations
- Predict customer behaviour
- Identify touchpoints

STORYTELLING

WHY:

Include storytelling as a content marketing tactic and gain trust using authentic voice and build awareness.

HOW:

- History & heritage of the brand
- Spreading knowledge & expertise
- Inspiration behind the design

INFLUENCER STRATEGY

WHY:

Building a solid strategy around influencer marketing to receive the best results and gain exposure.

HOW:

- Establish a budget
- Name the right influencers for the brand
- Settle the terms how to proceed with the influencer

MOBILE STRATEGY

WHY:

Creating a mobile strategy as the use of mobile will only increase in the future.

HOW:

- Well mobile optimized website/ webstore
- Enabling easy mobile transactions
- Establishing buyable content in social media platforms

FUTURE

DIGITAL TOUCHPOINTS

Establishing new crucial touchpoints along the customer journey.

WHY:

To make the digital customer journey a seamless and valuable experience for the customer.

MOBILE APP

WHY:

Investing in a mobile app to answer to the growing usage of mobile devices.

BENEFITS:

- Build a closer brand community
- Easy transactions
- Deliver personalized content

PERSONALIZATION

WHY:

Answering to customers increasing demand on personalised service.

HOW:

- Customer Service
- Customer interactions: tips and suggestions
- Customised Products

OMNICHANNEL APPROACH

WHY:

Creating an omnichannel strategy to improve the overall customer experience on- and offline.

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